

# Starchroom

## LAUNDRY JOURNAL

First in the Laundry Industry since 1893

NOVEMBER, 1955



Group conference technique is gaining wide acceptance as idea stimulator at regional trade meetings. This session took place at MLA-NELSA meeting at Rockland, Maine. See pages 38 and 42.

**Ideas for display and advertising to  
spark Christmas promotion ..... Page 8**

**Properly planned contract selling  
proves profitable venture ..... Page 10**

**Insurance, quick and full settlement  
solve claims problem ..... Page 14**

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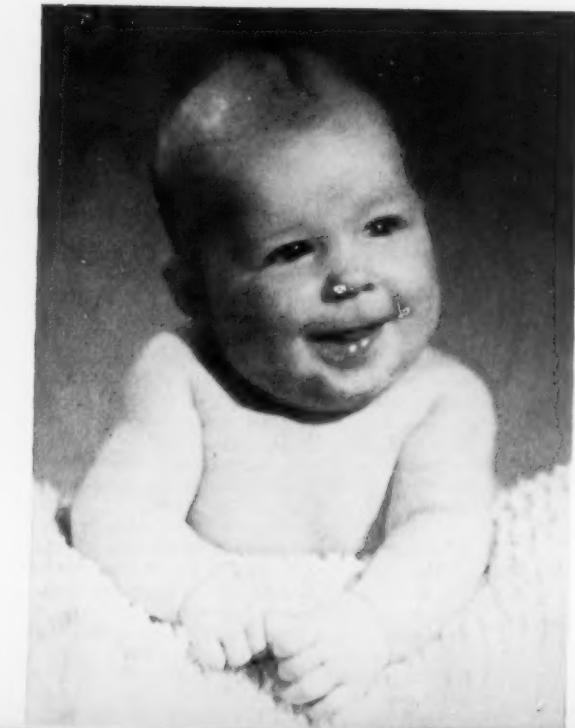
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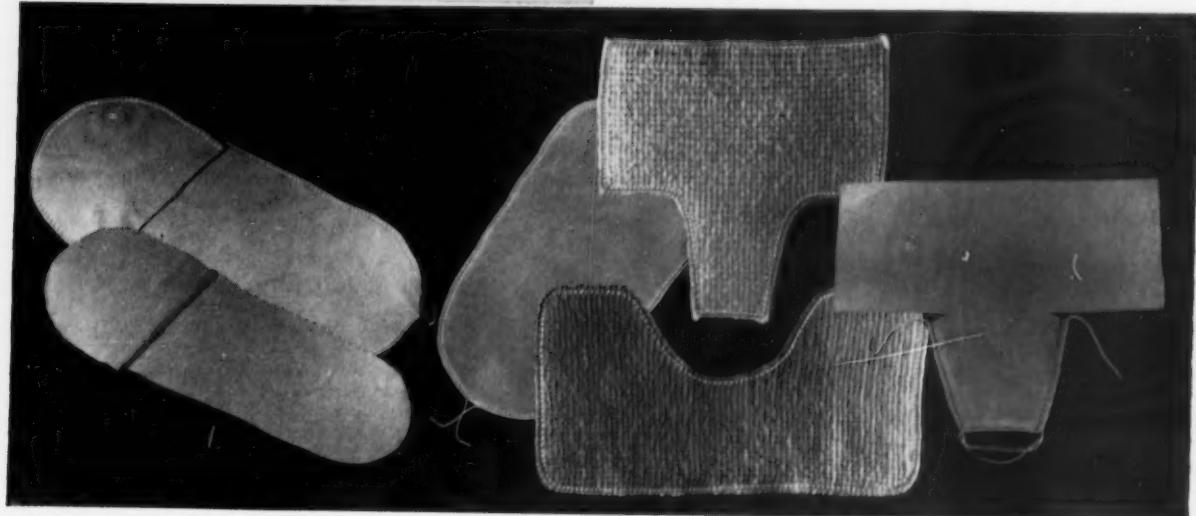
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# Starchroom LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LXII, NO. 11, NOVEMBER 15, 1955

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### Introducing Roger Ganem



We have a new man coming the countryside for laundry stories these days and by way of introduction we'd like to fill our readers in on a little bit of his background.

His name is Roger Ganem. Many of you have already met him in your plants and at state and local conventions along the Eastern Seaboard. Roger joins the staff as associate editor working out of our New York office.

Roger hails from Torrington, Connecticut, but there are few parts of the country he hasn't seen, thanks to Uncle Sam as well as his own initiative. He served for three years with the Army Air Force during World War II, and studied at universities in Kentucky, Wisconsin and Massachusetts to get his Bachelor of Science degree in Journalism. He worked with the Division of Publicity in Kentucky and several newspapers and publications in Rhode Island, Kentucky, Ohio, Connecticut and Louisiana.

There hardly seems to be a city or state in which Roger doesn't have a friend. This is partly because he's a very personable fellow and partly because he comes from a large family. Roger is number 13 of a family of 15 children. No, he's not superstitious and neither are we. We believe he will be a definite asset on our editorial board. Proof of this is evident in his excellent coverage of the Nutmeg State flood which appeared in the September issue of *STARCHROOM* and further evidence is shown by his contributions to this month's pages.

Roger knows something of the problems of production, having worked for a brass company, and he knows something about administration, having held elective office as a member of the Board of Tax Review and Justice of the Peace in his home town. He also knows about selling, having sold investment securities at one time, and about promotion, having been in the public relations and advertising fields.

Roger is also a good team man, not only in school where he won four letters in sports but in a business organization such as ours. We have found him to be both cooperative and conscientious. I should clarify the "we" here to include the editor of our sister publication *National Cleaner & Dyer*, for Roger becomes associate editor for this magazine, also. Oh yes, watch out for his golf game. He was runner-up for the local club championship a year ago.—Henry Mozdzer





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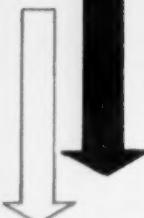
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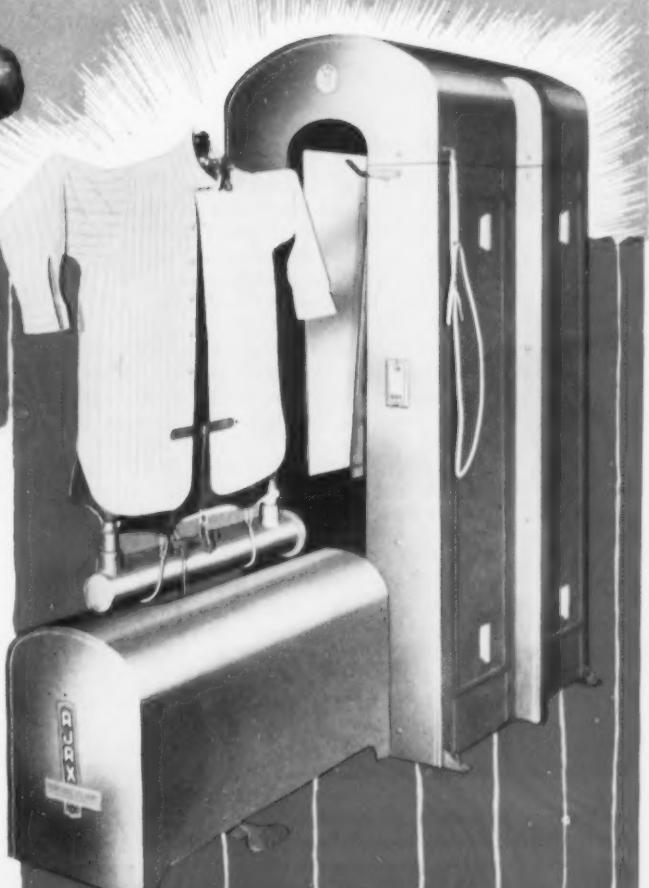
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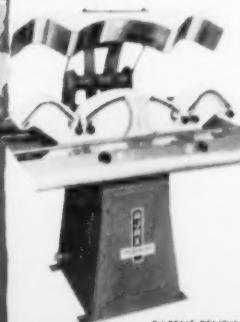
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## Starchroom Editorial

### Let's keep that wage-hour exemption

Two months ago we editorialized on the Federal Wage Law which increases the minimum wage from 75 cents to \$1 an hour. We tried to point out some of the implications of the law and the effect it would have on the laundry industry. The law goes into effect March 1, 1956. There's nothing that can be done about it.

Most laundry and cleaning plants are exempt from the law but many will, nevertheless, be affected indirectly. The exemption remains because Congress decided to consider *only* an increase in the minimum rate at this time. It did not concern itself with increasing coverage or reducing exemptions. That's the next step—one that might be taken under consideration at the next session of Congress. In fact, reports have it that hearings may begin this month to pave the way for speedy approval of these changes. It is these changes we would like to discuss here and now because there is something that the laundryowner *can* do to avert them.

Under the present law the laundry and cleaning establishments' exemption is based on analysis of sales volume. The only establishments obliged to pay the \$1 minimum rate are those that derive more than half their revenue from across state lines *and* if more than 25 percent of their sales income results from dealings with customers who are engaged in a mining, manufacturing, transportation or communications business.

**The new proposals, if enacted, would subject laundry and drycleaning establishments to more extensive wage and overtime requirements than they have ever had to meet. And few, if any, plants would be exempt.**

Laundry employees who are engaged in a presently exempt local "retailing capacity" (such as counter girls in branch stores) would no longer be exempt from the minimum wage and overtime requirements of the act.

Instead of being based on sales volume or on an individual occupation as they are at present the new proposals would extend coverage on an entire plant basis bringing all the employees under cover of the act.

Since the old tests would remain in effect along with whatever new tests might be proposed, the laundries would have two exemptions with different yardsticks to use in determining whether or not they were exempt from certain provisions of the act. The result would be a hodgepodge of confusing standards few businessmen could hope to understand.

*The proposals may also extend coverage to many laundries that would not normally be subject to the wage law. Even plants that do not conduct their laundry or cleaning activities beyond state lines could become directly affected.*

For example, the new proposals would extend coverage to all employees of any business that is part of an interstate enterprise. The term "interstate enterprise," we are informed, means "any enterprise in which business establishments under common ownership or financial control are operated in more than one state."

This definition isn't very clear. There is no indication of the meaning of "common ownership or financial control." The degree or percentage of required control is not specified and the control concepts are not even

limited in application to establishments in the same industry. Thus, an entirely local laundry could lose its exemption if the owner operated any other type of business (be it a hotdog stand, a farm or a diaper service) in another state.

While the Wage-Hour Division has previously ruled that branch stores are separate establishments, it is obvious that a local laundry with a store across state lines would be an "interstate enterprise."

As for the term "financial control," it is possible that banks, equipment manufacturers or other creditors might exercise some degree of financial control over totally unrelated enterprises in separate states and thus bring entirely local laundry establishments under coverage of the act.

These are just a few examples of the vague and confusing terminology which will take years of court decisions to define. And it seems so futile since the laundry is essentially a local business.

**The laundryowners can do much to stop further confusion by acting now to retain the exemption as it stands with no changes. It won't be an easy fight. Next year is an election year and Congress will undoubtedly make strenuous efforts to expand the coverage of the law. It will have the all-out support of the labor unions.**

This proposed change in coverage is directed largely at the retail and service trades, the largest groups presently exempt from the act.

The laundry and drycleaning industries will not be fighting alone, but fight they must. On our side we have the National Association of Manufacturers and the Chamber of Commerce, both of which specifically recommended that coverage be narrowed rather than extended. All retail and service industry groups insisted on retaining exemptions in the law and opposed broader coverage and increased rates as unnecessary under today's economic conditions.

*Both the American Institute of Laundering and the National Institute of Drycleaning are doing and will continue to do their best in Washington. But it will take the combined efforts of all if the industries' present exempt position is to be maintained.*

Nothing impresses a Congressman or a Senator so much as a face-to-face talk with his constituents. Since Congress has adjourned until January 3, 1956, most of these legislators will be at home. This is the best time to talk over these problems with them. Don't wait to join a last-minute mail-barrage campaign. Make it a point to tell them right now—in person—just how you feel about the proposed changes. No state or local group should pass up the chance of seeing these men now.

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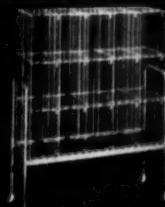


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B29-50 (for 50 shirts) .... \$37.00  
B29-100 (for 100 shirts) .... \$61.00



**SORTER-TRANSPORTERS**

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



**BISHOP PUF-FINISHERS**

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.  
.... \$209.00



**BISHOP Lifetime STAINLESS STEEL TRUCK TUBS**

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

## BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durably built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

### Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality—no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

**Order Now FROM YOUR SUPPLIER**



3 POPULAR SIZES	
15-GALLON—36"	high, overall, floor space 24" x 28"; ship wt. 175 lbs. \$3.50 \$285.00
25-GALLON—36"	high, overall, floor space 28" x 32"; ship wt. 225 lbs. \$3.50 \$319.00
50-GALLON—45"	high, overall, floor space 32" x 36"; ship wt. 280 lbs. \$3.11 \$575.00

**Bishop David Freeman Co.**

FORMERLY: BISHOP (EST. 1893) . . . Davis . . . Dwyer

LAUNDRY AND CLEANING  
PRODUCTION EQUIPMENT

EVANSTON, ILLINOIS

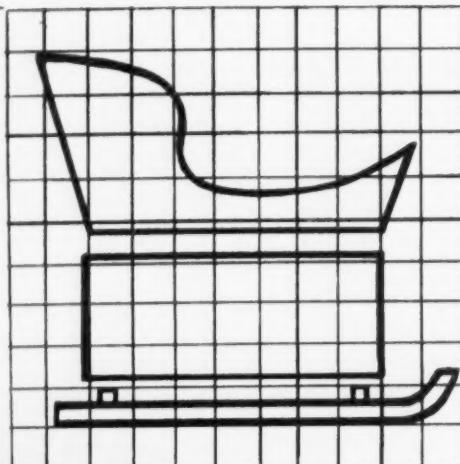
# How To Spark Your Christmas



Ideas and drawings created by Sue Davis

**Sleigh** may be borrowed or constructed of plywood or heavy cardboard. Graph may be enlarged to the desired size for the base, runners and sides. Make the back of the sleigh 4 squares by 3 squares, the seat 3 squares by

2½ squares, and the front 2 squares by 3 squares. Fill the sled with any shaped boxes wrapped for Christmas, children's toys and greens. A suitable greeting may be lettered on a large card and fastened to the sleigh

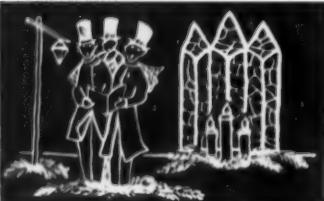


## Put Your Windows To Work

CHRISTMAS DISPLAYS are most popularly associated with retail shop windows, but laundryowners are becoming increasingly aware of the attention-getting possibilities and holiday spirit generated by simple Yuletide displays in their windows or on their counters. What's more, the average laundryowner can use his own ingenuity in whipping up a display that will cost him next to nothing. All that's necessary, in most cases, is some cardboard or plywood, colored paper, a pair of scissors, a pot of glue, a hammer and a few nails.

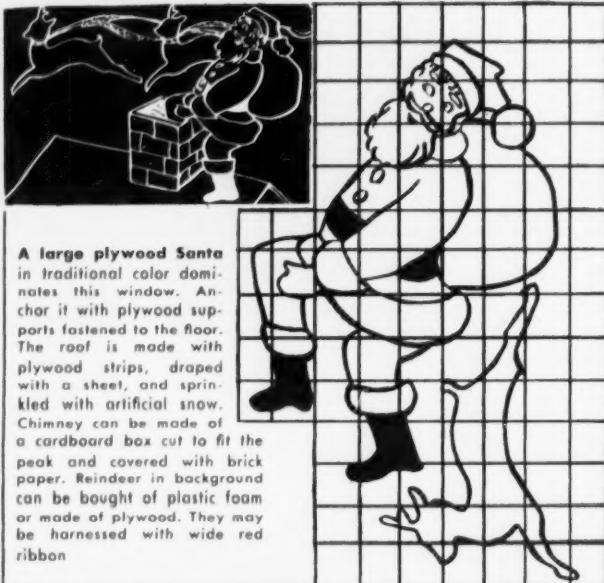
On this page we're presenting some suggested displays conceived by one of STARCHROOM's staff artists. We don't think you'll have any trouble adapting or modifying them for your own use.

Another suggestion: Many of your customers have hobbies of collecting things like old Christmas cards, china, Christmas stockings or ornaments, and would be flattered if you asked them whether you could display them in your window or on your counter during the holiday season.

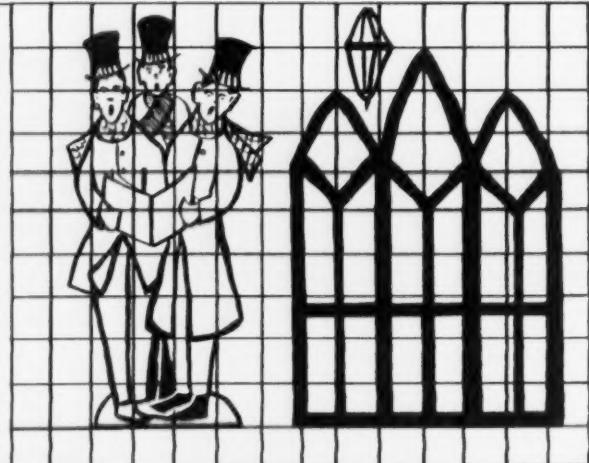


**Carolers and lamp** in the foreground can be made following graph pattern. The carolers should be painted in dark colors with brightly colored scarfs. Use tempera paint for cardboard and enamel for plywood surfaces. On back wall, stained-glass window can be cut of plywood painted

black with colored cellophane for stained glass. A light behind the screen will show off colors. Candles are made of paper cylinders with yellow flames. Greens hide bases and finish the setting. Additional effect of night may be made with a dark blue backdrop and a suggestion of stars



**A large plywood Santa** in traditional color dominates this window. Anchor it with plywood supports fastened to the floor. The roof is made with plywood strips, draped with a sheet, and sprinkled with artificial snow. Chimney can be made of a cardboard box cut to fit the peak and covered with brick paper. Reindeer in background can be bought of plastic foam or made of plywood. They may be harnessed with wide red ribbon



# Promotion

## Cash In on Special Orders

By GERALD WHITMAN

CHRISTMAS, as well as other holidays throughout the year, can provide laundries with uncommonly good opportunities to promote various items closely connected with those occasions. If a laundry also maintains a drycleaning department, it has the double-barreled advantage of being able to put on special promotions for drycleanable items as well as straight laundry services.

Most laundryowners follow the seasons in pushing various services, but how many attempt to tie in special promotions with actual holidays?

Easter, for instance, signals the time for dressing up in springweight garments and can result in a flurry of coat and suit business. Memorial Day usually means that summer is dawning and can be used as a springboard for laundering and cleaning of lightweight suits and dresses as well as cleaning and storing of winter garments, drapes, slipcovers and rugs.

Labor Day might be promoted as the time for getting one's winter wardrobe in shape. Thanksgiving, Christmas and New Year's can be plugged as occasions for laundering table linens for festive dining, and cleaning party clothes for celebrating.

With the Christmas holiday season fast approaching, we decided to find out what some of the leading laundries in the New York metropolitan area were planning in the way of special Yuletide promotion. Here are what six representative plants will be doing:

**Wallach's Laundry, New York City:** A "Holiday Linens" promotion will be featured by use of pre-holiday bundle inserts and routemen's oral presentation. Both media will emphasize hand ironing and special handling and wrapping of table linens. Cellophane wrap will be used on linens. In addition, Wallach's will change advertising copy on its automatic postage machine to have a Christmas

greeting imprinted on its envelopes carrying direct mail to customers and prospects.

**Pilgrim Laundry, Brooklyn, N. Y.:** Like Wallach's, Pilgrim will also feature a special hand-ironed and wrapped table linen service for the Christmas holidays. A special Christmas design will be imprinted on the cellophane wrap used before the holiday.

The plant will also tie in its promotion with particular emphasis on drycleaning of party and formal clothes like tuxedos, evening gowns and party dresses. Both promotions will be pushed by bundle inserts, newspaper ads and route contests.

**Rite-Way Laundry, Brooklyn, N. Y.:** Here, again, will be special emphasis on table linens for holiday eating, plugging special handling. It will be promoted via bundle inserts and house-to-house solicitation.

**Morey LaRue Laundry, Elizabeth, N. J.:** As it has done for the past seven or eight years, this firm will again offer a "Scotch Special" (meaning thrifit) on drycleaning to be kicked off three weeks before Christmas. By means of bundle inserts, direct mail and hand-out literature through its stores and routemen, it will offer to dryclean any two full garments, such as ladies' or men's suits or topcoats, for a special price—a reduction of 25 to 30 percent for the "package." According to sources at the laundry, many of its customers have become accustomed to this price special before the holidays and look forward to it.

**Majestic Laundry, Newark, N. J.:** This laundry does not make a practice of promoting any single item before Christmas. Instead, it mails "gifts" of certificates worth \$3 of free launder-

Save at Morey LaRue  
on your Holiday Dry Cleaning  
it's "SCOTCH SPECIAL" time  
November 26 to December 18

- MEN'S SUITS
- LADIES' SUITS
- DRESSES (plain)
- TOPCOATS
- OVERCOATS



TRY HOSTESS SERVICE  
beautiful hand finishing  
for your valuable Holiday Linens

Scotch Special offer by Morey LaRue Laundry, Elizabeth, N. J., is promoted annually through bundle inserts such as this. Customers have been accustomed to expect offer to clean two garments at special price

ing on bundles to "lost" customers. The firm compiles a list of lost customers through the years and offers them this inducement in the hope of getting back their business.

**Brunswick Laundry, Jersey City, N. J.:** Like many others, this laundry also promotes hand-ironed table linens before the holidays. This is publicized in its November bundle insert, an ad medium used with a different message each month. Inasmuch as Brunswick also maintains a retail sales department, its November bundle insert offers items like women's blouses, pillows, pillowcases, etc., in order to catch some of the Christmas gift trade.

In addition to pre-Christmas promotions, a laundry could conceivably stage similar post-holiday efforts for cleaning up items that were dirtied by those spilled eggnogs and such during the festivities. We don't know of any laundries doing it, but the idea may merit consideration. □□

### *Utica, New York, laundry proves*

## **Selling by Contract Is Profitable**

... when emphasis is placed on pre-planning and control

By ROGER CANEM

**HOME-DELIVERED** laundry service for a full year for only \$1.99 per week! That was what the Lincoln Laundry offered the citizens of Utica, New York, because "we needed more volume fast."

The family laundry service was instituted at Lincoln to solve the problems of selling this service to the person not familiar with it, *at an attractive price*. The key men in this promotion were the routemen, and they, along with the customers, were made the greatest beneficiaries. New business wasn't long in arriving.

"The results were tremendous," said Robert "Mike" Costello, who with brother John runs the business founded by their late father in 1923. "The routemen liked the idea immediately and they got into the spirit of the promotion. Frankly, we were skeptical at first. And many competitors, customers and employees thought we were nuts. But we did it, and we're glad. And if volume ever dips again, we'll sell by contract again."

The idea that became the conversation piece of Utica and vicinity was carefully studied before it was put into effect. The contract, drawn up with an attorney's approval, included a provision that allowed "cancellation by either party upon giving 10 days' written notice of cancellation, and if not cancelled, shall upon the date of termination be automatically extended from year to year."

The fluff-dry service offered at this attractive price included the ironing of all sheets, pillowcases and table linens, but shirts "finished out of the bundle" were priced an extra 18 cents.

### Promotion on routes

Elaborate advertising was hardly necessary to put this plan across. The routemen themselves could have made the venture successful.

However, a quarter-page newspaper ad supplemented the route-

**★ IN JUST 2 DAYS**

**WE'VE PROVED to HUNDREDS of HOUSEWIVES -- THAT**  
**OUR LAUNDRY SERVICE IS NOT EXPENSIVE!**

 **Lincoln Laundry**  
 UTICA'S FINEST HOME LAUNDRY

PRESENTS THIS

**LAUNDRY**  
**Contract Plan**

\* This Fluff Dry Service Guarantees You Home-Delivered Laundry Service for a Full Year--For Only

**1.99 PER WEEK**

All you have to do is contract with us to pick up a full week's FLUFF DRY bundle every week--at this low, low flat price of \$1.99 regardless of weight. FLUFF DRY work includes the ironing of all sheets, pillow-cases and table cloths. Other pieces are Fluff dried and folded. Shirts are finished out of the bundle at an additional price of 16¢ each. This way you know exactly how much your week's wash will cost you--a boon to the budget-minded house-hold managers.



**HERE'S PROOF!**  
 IT'S CHEAPER TO USE LINCOLN LAUNDRY CONTRACT PLAN

Comparative figures: plus the cost of  
 an Unheated Automatic Washer at \$295.00  
 an Unheated Automatic Dryer at \$175.00  
 an Unheated Automatic Iron at \$175.00

The average life of this machinery is 3 years.  
 Cost of this equipment is \$9.00, 10  
 cents per week for depreciation  
 \$0.00 per week for insurance. There are  
 no extra charges for laundry service and repair  
 (average cost about \$200.00 or 40 cents  
 per week).

Thus the cost to do laundry at home for one week:

Automatic Washer	0.70
Automatic Dryer	0.40
Automatic Iron	0.40
Service and Repair	0.40
Electricity	0.10
Gasoline for car wash, incidentally, is seldom hot enough to start the motor.	0.00
Washing Supplies	0.10
Laundry	0.00

That's right, your labor is not even considered!

Weekly Total	\$2.46
<b>LAUNDRY CONTRACT PLAN</b> only 1.99	

Our Laundry Service is Not Just a Laundry -- It's A Line Clean Service

**LINCOLN**  
**LAUNDRY**  
 1430 LINCOLN AVE  
 • ALL JOHN STREET

PHONE 4-7159

GET DETAILS FROM ANY OF  
 OUR ROUTE MEN—PH. 4-7159

**The ad that caused the people of Utica to think about—and plantowners from all over the country to write to—the Lincoln Laundry**

men's activity. The ad included a breakdown of the housewife's weekly cost of doing laundry at home. This total amounted to \$2.46, without considering labor, and Lincoln offered

it as proof that it was cheaper to use its contract plan.

Reprints of the ad were given to the routemen and were used in the solicitations. A contest was set up and

# IN SIZE... IN PERFORMANCE ... IN PROFITS

## THE HAMMOND 75 LB. AUTOMATIC WASHER

Here is a big production, big profit Automatic Open-End Washer. Completely stainless steel construction with oversize door opening and featuring the famous Hammond mechanical reversing drive. With Hammond's exclusive automatic control system, the 75 Washer will deliver more production faster and more efficiently than any other model.

## THE HAMMOND 30" STAINLESS STEEL EXTRACTOR

The finest extractor made in America today. Solid rugged all stainless steel construction, automatic brake... one lever control, double V-belt drive and will dry a full 75 lbs. in less than 30 minutes. Combined with the Hammond 80 lb. Tumbler, and 75 lb. automatic washer, the 30" Hammond extractor will give you an unbeatable combination.

THE FINEST BIG PRODUCTION — PROFIT MAKING EQUIPMENT AVAILABLE!

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Please send all available information about Hammond  
AUTOMATIC EQUIPMENT

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

HAMMOND LAUNDRY CLEANING-MACHINERY CO.  
HAMMOND BLDG. • WACO, TEXAS

prizes awarded to the leaders. Under the rules a point system was evolved, giving the highest points for new customers according to family size, Thursday and Friday pickup, and 7-day delivery. No credit was given if a regular customer was converted to the new contract system. But the promotion was highly successful from the routemen's point of view. Consequently, the desire for added volume was more than adequately taken care of.

"In fact, we lost money on it at first," said Mike Costello. "We hadn't placed restrictions on the bundle weight because (1) we didn't know exactly what restrictions to impose, and (2) we didn't want to detract from the sales appeal.

"Everything in the house was turned over to us for laundering. Even drycleaning, which was not included in the \$1.99 price, and that helped a lot, but we had to backpedal a bit on the promotion, even to cancelling some outright."

#### Adjustment of contracts

The first eight weeks' results were included in the "adjustment period" because a leveling-off was noted after the initial onslaught. Letters were sent to the high-average-weight customers, offering the choice of a new contract at a higher price, the same contract with a lower weight, or outright cancellation. The new rates were based on a sliding scale for families of 2 to 10 members, derived from figures kept of weekly weights posted on a chart.

The break-even point at the \$1.99 price was determined to be O.K. for a family of four (about 50 cents per person). The original price was allowed to remain in force to families that size and smaller. Increased rates had to be imposed on larger groups, with some contracts calling for weekly rates of \$5.99.

The new contracts stipulated that an average weight would be ascertained following the first eight weeks. The customers then were placed in the corresponding bracket.

Cancellations of unprofitable accounts were made by the laundry according to the provisions of the contract. This was done by letter, followed by a phone call or personal visit from Mike Costello himself, when necessary. Mike said that he found the customers willing to listen to his reason for cancellation or for the suggested price increase—"we're losing money"—and the majority were resold on the family service by contract.

The original intent had been fulfilled—to acquaint the housewife with

professional family laundry service. The price, even with the subsequent increases forced into effect by higher-than-average bundle sizes, proved to be more tasteful than doing laundry at home.

More than 250 contracts were sold soon after the plan went into effect in the fall of 1954. The added weekly revenue of \$2.65 per contract resulted in a 7 percent increase in business at the plant, and the average bundle weighed less than 20 pounds.

The carefully checked figures on the first 200 contracts disclosed that of these, 155 were new customers, 33 were new wash customers, 4 had been irregular wash customers, and 8 were converted regular customers. (Regarding the regular customers, the routemen did not refuse them contracts when the regulars approached them, but the advantages were "talked down," so to speak.) Of the 200, 185 were sold on a 7-day delivery, with 110 agreeing to a Thursday or Friday pickup. And no less than 128 contract signers had families of four and under.

In addition to these problems that Lincoln Laundry faced and conquered, others were noted when the news of this unique promotion spread through Utica. Small hotels, boarding houses, nurses' homes and motels wanted to get in on the bargain. They had to be refused, since the contract specified families.

"The frugal families demanded contracts, and of course, they received the service. The contract idea proved popular among the farm people, the rural areas and the poorer sections of town.

"The weekly bill did scare some

away, and others who took long vacations questioned the charges when they returned, but the over-all result was gratifying and rewarding."

In summarizing the promotion, Mike Costello said it resulted in a notable increase in tumble work while flatwork volume remained more or less the same. Drycleaning increased, which meant that the weekly visits of the routemen became part of the Utica family life and that the promotion had a profitable sideline.

"The price of the shirts finished out of the bundle now seems low, and it might have been more rewarding if we gave them all-dry service rather than the fluff-dry."

#### A word of caution

"Avoid letting this type of promotion get out of control," warns Mike. "That is the most important single consideration to keep in mind. Another is to keep accurate records of weights according to family size. Treat the borderline cases (as far as weights go) carefully. Don't undercharge. The weights will be high at first, then they will level off. Eight weeks of checking worked out for us.

"We don't recommend this type of promotion except under circumstances such as those we were faced with. There is still much to be learned about selling the family laundry service by contract.

"We no longer push this promotion, but of course we will retain the customers now under contract with us, and we will offer the same deal to anyone requesting it. It has been a profitable venture, and should we again find ourselves needing volume fast, we'll go all out once more." □□



Here's  
Now

# COLGATE-PALMOLIVE COMPANY

(In Co-operation With  
America's Leading Supermarkets)

## IS HELPING PROFESSIONAL LAUNDRIES

**Find New Customers—  
Build New Business!**



**Harold C. Buckelew,**  
Executive Secretary,  
New Jersey Laundry  
and Cleaning Institute

24 LYONS AVENUE  
NEWARK 8, N. J.  
P. O. Box No. 8007

Founded 1904



TELEPHONE  
WAVERLY 6-4000

July 13, 1955

Mr. John Gilvey, Promotional Manager  
Industrial Sales Department  
Colgate-Palmolive Company  
105 Hudson Street  
Jersey City, New Jersey

Dear Mr. Gilvey:

The New Jersey Laundry and Cleaning Institute has no hesitancy in acknowledging its gratitude to the Colgate-Palmolive Company and its efficient staff for selecting it as the experimental field for the first consumer-retail trinity promotion, combining a large chain of super-food markets, retail laundry operators in eleven

in combination, and the plan in its fulfillment, was a big success; but, it also paid an unexpected dividend in that it aroused an intense interest among laundry operators in cooperative sales effort that culminated in the creation of the Professional Laundry Foundation and its television "Betty Best" campaign, covering parts of five states, for which 97 laundry companies subscribed \$175,000. Any group of laundryowners anywhere in the country, which is afforded the opportunity by the Colgate-Palmolive Company of this biggest and best sales promotion, should grab it.

The New Jersey Laundry and Cleaning Institute's campaign in 1956.

Sincerely,  
NEW JERSEY LAUNDRY AND CLEANING INSTITUTE

Harold C. Buckelew  
Executive Secretary

This is only one of the many "success stories"—unsolicited testimonials—we have received from Laundry Owners, Associations and Unions all over America.

In this great Laundry-Supermarket Promotion . . .  
**2 out of 3**

Supermarket customers are potential customers  
for professional laundry service!

You, too, can participate. Ask your C. P. Representative for complete details. Or, get in touch with our Industrial Sales Department.

**Colgate-Palmolive Company**

105 Hudson Street,  
Jersey City 2, N. J.

WE'RE TRYING HARD

to find the article you reported missing. Fortunately most missing articles have a way of "turning up". If we find yours, we'll return it via your sales service man. Meantime just in case the missing article has been mislaid at home we'll appreciate your own final double check.

If the article is not found by the date shown on the enclosed postage free card won't you please fill out and drop the card in the mail box, so that we may make an adjustment satisfactory to you?

Troy Ldry. & Dry Cleaning Co.

*Tear here and mail lower section after filling out*

POST CARD

WAIT! Please Do Not Mail Before

The article listed below which I reported missing or damaged has not been located at home or returned

— — — No.

Original cost \_\_\_\_\_ When purchased \_\_\_\_\_

Considering wear its present value is \_\_\_\_\_

I will \_\_\_\_\_ accept an article of equal value in replacement.

Signed \_\_\_\_\_

Telephone \_\_\_\_\_ Address \_\_\_\_\_

TROY LAUNDRY & DRY CLEANING CO.

221 N. 3rd St.

Columbus 15, Ohio

Reply postcard is used to inform customer that claim is being processed, invites customer's own estimate of garment's value

## Curing the Claims Headache

### Insurance and standard settlement policy free Buckeye plant of this major trouble

CUSTOMER CLAIMS rank high on many laundry operators' list of unavoidable headaches.

One laundry which has learned to "live with claims" is Capital City Troy Laundry, Columbus, Ohio. For some four years now, this plant's claims-settling program has been operating smoothly to keep customers happy and profits intact.

While Capital City's system does not differ basically from that of other plants that use some form of insurance plan, it is notable because:

1. The levy (2 percent) is enough to cover all claims fully, including administration costs;

2. Settlement is based on full payment for the garment involved, at the customer's asking price, thus avoiding

any goodwill-damaging quibbling or delay, and,

3. The system is simple and efficient to administer and operate.

"No matter how much care is exercised, how modern the equipment and methods used, or how conscientious employees are, there will be a certain number of claims in any volume laundry operation," points out Ellis J. Viner, general manager.

"We had grappled with the problem for some time, and had tried several different systems before adopting our present procedure. It has proved far better than any other that has been brought to our attention."

The crux of Capital City Troy's success with claims settling is that the money is there. In fact, after four years, according to Mr. Viner, the

plant has a sizable surplus fund for settling claims.

#### Customers accept insurance fee

There have been very few complaints about the insurance levy, Mr. Viner reports, nor does he know of a single customer being lost because of objection to the insurance cost. On the other hand, there have been countless cases where the firm's willingness—and ability—to settle a bona fide claim immediately and without strings has undoubtedly saved a valuable, steady customer.

The plant's insurance levy is 2 percent of the price on every bundle received for laundering or cleaning. It is far from a "hidden" charge; the first item on route laundry lists, office will-call slips and drycleaning invoices



*...Star Performance*

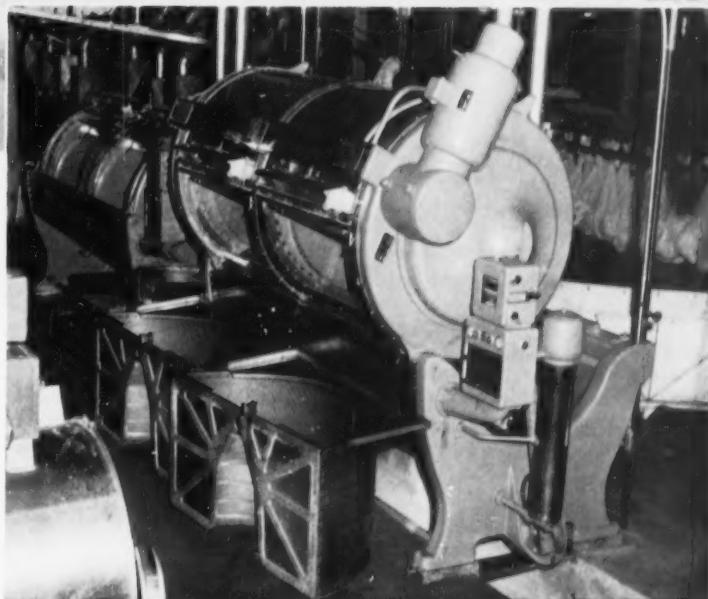
in TEXAS...

by **ELLIS**  
**FULL AUTOMATIC**  
**UNLOADING TYPE**  
**WASHERS**

Everything is bigger and better in Texas. When the White Star Laundry of San Antonio built its new \$250,000 plant, the latest type, modern time-saving equipment was installed throughout to insure maximum operating efficiency.

It is the washroom installation where the greatest saving in man-power is reported.

Here the new ELLIS equipment includes three 42" x 84" Open-Pocket Unloading-Type Washers with semi-automatic control, and one 54" Unloading Extractor.



Showing the ELLIS Unloading Type Semi-Automatic Washers in the plant of White Star Laundry. Also includes 54" Extractor not shown.

As a result of the unloading feature, ease of control and faster washing, one man can do the work it took six men to accomplish in the company's old plant.

ELLIS builds a full range of sizes in both Standard and Unloading Type AUTOMATIC WASHERS. The extra economies of these machines quickly pay for the original investment.

**The ELLIS DRIER Co.**  
2444 NORTH CRAWFORD AVENUE  
**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.



**Insurance system** is notable for lack of haggling, speed of settlement, pleasing customers. Here patron signs credit card for credit on charge account or cash, as she prefers

is a boldly printed "Insurance." As the slip is priced-out, the 2 percent is automatically entered in the space indicated, and added to the cost.

Bookkeeping involved is simplicity itself. At the end of each month, 2 percent of the sales volume is automatically posted to a "surplus claims fund" where it remains to be drawn upon for claims settlement and administration. The 2 percent not only has proved sufficient to settle all claims; it also pays for time involved in administering the system (the responsibility of one girl) and for the printing of forms needed to operate the system.

#### Claim control

Basically, claims fall into three groups, Capital City Troy finds:

##### 1. Damages or shortages discovered before the bundle leaves the plant

Normal inspection will uncover many potential claims before the bundle gets back to the customer. If any damage to a garment obviously caused by a laundering or cleaning operation is found, it is reported to the department supervisor.

If, upon examination, it appears that the damage was caused while the garment was in the plant, the supervisor uses a "Proof of Loss Report" form to detail the damage. This form accompanies the garment directly to the girl in charge of claims settling.

The damaged garment is returned to the bundle with a claim postcard attached to it, on which the customer may estimate the original cost, age of the garment and its present worth.

In a damage claim, the return-addressed prepaid postcard may be mailed back immediately for a settlement.

If there is an inspection-discovered

shortage, a similar course is followed—a claim card is sent with the bundle—but the customer is asked in polite terms (see card) to wait for a short period, until a search for the garment can be conducted. Meanwhile, the Proof of Loss Report is filed against the possibility that the garment may turn up in the plant or in another customer's bundle as an overage.

This waiting period is two weeks after the date of loss, a period Capital City Troy has found most practical.

If the item is not recovered by the claim-settling date indicated on the return postcard, the customer may mail the card, suggesting a claim value. Instances of gouging by customers on this score are extremely rare, the plant has found. In any event, with sufficient funds set aside for the purpose, the management feels there is little point in holding up payment on any claim.

The method of payment turns a potential goodwill-damaging incident into a prestige-booster for Capital City Troy. An attractive credit card is issued, and goes into the route driver's pigeonhole for him to pick up. When signed by the customer, this card is good for the amount specified, either as a credit on a charge account, advance payment against future orders or for cash, as the customer wishes.

Handling claims payments themselves, routemen are in a better position to build relations with the customer and to apologize personally for the loss or damage. This is to be preferred over a less personal mailing, the management believes.

The routeman, in turn, may bring the signed credit card in with his regular route receipts and have it credited to his account like cash. In fact, these cards go directly into the cash register, to be posted against the claims sur-

plus fund when cash accounting is done.

##### 2. Damages discovered and reported by the customer

When a customer calls in to report damage, a slightly different course is taken. The patron is first invited to come to the plant office with the damaged garment, and is promised a prompt settlement if the claim proves justified. If this proves inconvenient, a routeman is assigned to pick up the garment.

If the garment obviously is laundry-damaged, Capital City Troy issues a credit card or a check on the spot. Again, there seems little point in arguing except in the most questionable cases. If the customer honestly feels there is some compensation due, it's better to give it with a smile and apologize sincerely than to contest the claim, Mr. Viner believes, in the interest of both continued goodwill and time- and trouble-saving.

##### 3. Shortages discovered and reported by the customer

Should a customer call to report a missing garment, the call is referred to the girl in charge of claims, who fills out a Proof of Loss Report describing the garment, to be filed. She asks the caller to wait "just a day or so, while we look around the plant, and so you may search your own home."

If the garment is unrecovered in two days, a claim postcard is sent, noting the settlement date (two weeks from date loss was reported) and asking the customer to hold the card until that date. This gesture—the mailing of a card soon after the loss is reported—lets the customer know that her claim is being processed.

When the return postcard is mailed and received at the laundry, a credit card is issued for the amount asked by the customer and handled by the route driver, as outlined earlier.

"We have tried various other methods of handling claims, including those in which an arbitrary value—such as 10 times the laundering cost—is assigned to a garment for purposes of claim settling," reports Mr. Viner.

"Any such arbitrary and inflexible schedule, we feel, can cause customers to feel short-changed and cheated. For the laundry to tell customers how much their own garments are worth, we are convinced, is damaging to continued goodwill and patronage."

"It has been our experience that people will pay for an adequate claims insurance program, over and above the regular prices for laundering or cleaning which, at our plant, are as high or higher than any in the city of Columbus." □□



## RED EDGE Knitted Padding



### RED EDGE KNITTED PADDING

Available in the right Types and Styles  
for all your Finishing Equipment!

#### STANDARD $\frac{1}{4}$ " and $\frac{5}{8}$ "

FOR FLATWORK IRONERS:  $\frac{1}{4}$ " and  $\frac{5}{8}$ "  
Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES:  $\frac{1}{2}$ " Style, Redi-cut and Bound  
Pads. Also available in Press Padding Rolls.

#### DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound  
Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads  
available WITHOUT Binders if desired.  
Single Thick Pads available in all 3 cotton-  
asbestos styles for Flatwork Ironers using  
spring padding.

"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses . . . treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

**RED EDGE**  
**Knitted Padding**  
REG. U. S. PAT. OFF.  
KNITTED PADDING CO. • CANTON, MASS.

This big 2-page ad in  
**LIFE MAGAZINE**  
will pre-sell thousands  
of housewives in  
your area!

# Velva-Soft®

## promotion ever

NOW YOUR PROFESSIONAL LAUNDRY  
OFFERS YOU THE CHANCE TO...

**Win** the most care free car you ever owned -

this fully-equipped 1956  
Studebaker Station Wagon

PLUS expense money  
for 2 years **free** upkeep!\*

OR \$5,000<sup>00</sup>  
**CASH!**

Here's why so many leading Professional Laundries  
now use new VELVA-SOFT!

Armour's new fabric softener gives  
everything your laundry washes... natural or  
synthetic... a luxurious soft finish  
never before possible!

**Towels come out nearly twice as fluffy!**  
This is an unretouched photograph. The towels on left were washed and  
given an ordinary rinse. Laundry towels at right were washed the same  
way but finished with VELVA-SOFT.

**Starch don't need it!**  
How many times have you washed clothes  
and starched them? You don't need starch  
when you use VELVA-SOFT.

**Velva-Soft will do it!**  
Velva-Soft prevents the  
wrinkles and mending wrinkles  
from appearing in your laundry.

**Don't bother to iron!**  
A Velva-Soft wash makes  
your laundry look like  
it has been ironed.

That's why this big, beautiful station wagon - not having  
driveway expenses for two full years past for Gas, oil, grease, wash, etc.,  
policies, insurance - even insurance and license! You can keep  
your laundry in business longer, more profitably, more easily. And you can  
WIN! Just one penny for two whole years! This station wagon  
is the perfect family car. And it's fully equipped - automatic, stereo.

Win the following:  
Gas, oil, grease, wash, etc.,  
policies, insurance - even insurance and license! You can keep  
your laundry in business longer, more profitably, more easily. And you can  
WIN! Just one penny for two whole years! This station wagon  
is the perfect family car. And it's fully equipped - automatic, stereo.

Enter VELVA-SOFT's exciting new contest!  
Nothing to buy... 203 prizes to win!

HERE'S ALL YOU DO: On an official entry blank,  
TICK LEAD MY LAUNDRY AND VELVA-SOFT REFRESH.

It's that easy! You can tell in just one word what you like best  
about VELVA-SOFT. And you can tell in just one word what you like best  
about laundry. You can tell in just one word what you like best  
about the VELVA-SOFT Refresh that only professional laundry can bring you.  
For example: "I glad my laundry uses VELVA-SOFT because it  
makes all the wrinkles out of starched things." But that's just a sample,  
you can think of lots of other reasons. You find many helpful ideas  
in the VELVA-SOFT Refresh booklet. You can get it free. Just mail  
every blank from your laundrymen today. They contain complete  
contest rules and regulations. Just as many times as you like.  
Make sure each entry is on an official entry blank.

**WIN THE 19 INCH COLOR TV SET**  
ADMIRAL 2110 HOME FREEZER  
50 DORMEYER "BIRD WELLS"  
150 ELECTRIC APPLIANCES

Ask your laundryman for an entry blank today!



Here are your contest  
business-builders—all free!  
Window banners, ad mats,  
counter cards, wall posters,  
and truck posters.

# launched biggest business-building planned for professional laundries!

You'll gain new customers,  
make more profits  
by taking part in  
this sensational nationwide contest!

New Velva-Soft with Blu-Brite—the only product in the world that softens, blues and brightens all washables—is all set to bring you more new business than ever before!

The big contest ad you see at the left is going to run in Life Magazine on February 13, 1956. Look at those prizes! A 1956 Studebaker station wagon plus upkeep, or \$5000.00 cash, a big screen Motorola television set, and many more—a total of 203 prizes worth over \$10,000.00!

And we're making it real easy for folks to enter. All they have to do is tell why they're glad you use Velva-Soft! What could be simpler? Especially when we tell them and show them some of the amazing results of your Velva-Soft finish right in the ad! Results like towels coming out nearly

twice as fluffy, muslin sheets becoming as smooth as percale, babies' diapers softer and safer than ever. And the fact that fabrics actually last longer when they're Velva-Soft finished.

These are results that families want—results that only you can offer. So take advantage of all the selling we're doing for you. Feature the Velva-Soft finish as part of your professional laundry or diaper service, and make your laundry contest headquarters!

Call your Armour man, today! He's ready with merchandising material and contest strategy to help you put over this big new Velva-Soft promotion for professional laundries. And ask him about the special prizes he has for you!

Make this  
your profitunity  
of a lifetime!  
Mail this coupon today!

ARMOUR

Soap Division

INDUSTRIAL SOAP DEPARTMENT

©Armour and Company, 1355 W. 31st St., Chicago 9, Ill.



Armour Industrial Soap Department  
Armour and Company, 1355 W. 31st Street, Chicago 9, Illinois

Sounds great!  
How can I get on this business-building bandwagon?

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zone \_\_\_\_\_

511



The switch from commercial operations to family service paid off for 3-F Laundry in Madison, Wisconsin

## How To Get More Laundry Bundles

**Ex-commercial plant uses all the angles to capture the family laundry market**

IT'S NOT EASY to drop your main line of business and depend on a sideline to carry you through. Yet that's just what the 3-F Laundry Company of Madison, Wisconsin, did six years ago when the management chose to drop its commercial accounts to push family laundry services.

The changeover took place at a propitious time when the company decided to replace its old equipment and machinery. Instead of buying new machinery geared to handle the huge tonnage of commercial work, the company bought modern equipment better suited for providing faster service for family laundry customers. The changeover was by design, not by chance.

Once the decision was made, the 3-F management pulled out all the plugs to make certain the family service would pay off. Here in a nutshell is what it did to insure this course:

1. It consolidated its operation.
2. Increased service outlets.

3. Offered additional services.
4. And tripled its promotional activities.

The changeover did not take place overnight. Nor has it been completed as yet. But tremendous strides have been made.

### Consolidation

One of the first steps in consolidating the operation was to reduce the working area. This was done easily enough since the company holdings included several buildings that had been joined together. A tenant was found and one of these buildings at the far end of the block was rented.

Since the volume handled no longer required a large staff, the labor force was cut to 110 employees. And those remaining were put on a 40-hour work week. By holding off processing one day, management was able to use its huge boilers and washers to better advantage.

### Increased outlets

The next step in the changeover was to move out to meet the customers. Pickup stations, never before needed in a commercial operation, now became necessary. Two of them were opened, one on the east and the other on the west side of town. They are not elaborate installations but they serve their purpose. Management is not yet sold on the idea of establishing stores in new shopping centers; however, it hasn't closed its eyes to their possibilities, either.

At the moment, 3-F considers its routes the best means of selling family laundry services. It has intensified its city coverage to eight routes operating on a 4-day schedule.

### Added services

The management keeps a careful eye on costs. It prefers to emphasize its profitable services and does not encourage those that are not so profit-

# NOW!

**NOW IS THE TIME TO PREPARE FOR THE INEVITABLE  
REDUCE COSTS BEFORE INCREASED MINIMUM WAGE IS EFFECTIVE.**

**SAVE: \$70-\$80-\$90 or more each week at the ironer.**

**Increase production and reduce labor turnover with "A" SPREADER**

**Increase efficiency; reduce idle time of feeders and folders.**



This machine enables  
ONE Operator to "spread" and  
deliver to the ironer feeders, more  
sheets per hour, than 3 to 4 hand  
shakers.



**This IS THE BACKBONE of Mechanized Flatwork**



**THE SAGER "B" SPREADER**

*This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.*



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

**Manufactured by M. A. POCOCK**

**1234 Central Ave. N.E.  
Minneapolis 13, Minn.**

able. For example, it promotes shirt and flatwork service and plays down the full-finish bundle.

From time to time 3-F offers its customers special inducements: curtain and drape promotions, promotions on pillows and blankets, as well as bargain bundles. This gives the laundry an opportunity to talk about something new each month. If a particular service catches on, it is retained. If it proves unprofitable, the price is raised. And if it doesn't pay off, it is eventually dropped.

### Sidelines make profits

The plant had particular success with its cotton rug cleaning service. Its huge laundering equipment easily lent itself to producing this type of work efficiently.

Diaper service is another profitable sideline. Special racks were built on top of the trucks to contain these orders.

"I watched a lot of other plants try diaper service and drop it," says Mr. Fleury. "I figured it was because of setting them up as a separate department. Some of them even used different firm names. But look at it this way. When a routeman calls on a customer twice a week for five or six weeks, he certainly has a steady cus-

**The 3-F Laundry Company of Madison, Wisconsin, was established some 90 years ago. Under the guidance of the late L. C. Fleury from 1909, it became the largest commercial and laundry tonnage plant in the state. As recently as seven years ago, it handled 150,000 pounds per week. The plant occupied an entire city block and employed a staff numbering 220 persons. The firm has produced five state association presidents, including the late L. C. Fleury and his son, Paul, its current president.**

A few years after the war, the management of 3-F Laundry took a closer look at its machinery and another at its profits. Neither proved encouraging. The machines were either worn out or, at best, outmoded. And the profits, in spite of the large tonnage handled, were shrinking steadily.

There was, however, one bright spot. The volume of 3-F's sideline in family laundry soared with very little promotional effort.

Not long afterward 3-F, like other plants that have seen the handwriting on the wall, dropped its commercial operations and concentrated instead on getting the family laundry bundle.



Downtown clock sign gets attention—especially when it's off a couple of minutes

tomer and is in the perfect position to get diaper business if it is available. If a separate truck handled diapers, it would be on the east side one day and west side the next. If a woman asked the driver to take a bundle of shirts along, or a suit, he'd have to say 'no.' So we let each man handle this service on his route, and it has been very profitable."

Management also did some things to make its services more readily available: Office hours at the plant and pickup stations were extended on Monday and Friday evenings, and a telephone-answering service was added. The latter brings in about 30 requests for service each night. Most of the calls come in just after closing time but quite a few of them come in late at night.

### Promotion

The 3-F Laundry also tripled its promotion budget and explored the possibilities of all advertising media.

The company tried television when it was still an exciting phenomenon and reaped some of the benefits pioneer advertisers enjoyed. When the novelty wore off and the company felt it was no longer getting a reasonable return for each dollar invested, it dropped TV.

The firm also investigated the possibilities of radio spot commercials be-

fore settling on a 15-minute newscast Saturday nights which has given excellent results.

But the newspapers, management believes, still serve the purpose best. 3-F runs ads in one of the two local papers every day of the year. Usually these are 2 columns by 5 inches deep. But occasionally it uses 1/2-page ads and one-column ads as well. Regardless of the size, the pattern is always the same. The ads stress one service (e.g., blankets) and use very little copy. Sometimes a bold black promotional price is added and always the company's name and phone number.

This combination of consistent radio and newspaper advertising has been highly effective in building up the company's family laundry business.

### Results

What have been the results of all this activity? The 3-F Laundry now handles approximately 50,000 pounds of laundry work each week. While this tonnage hasn't matched that handled in commercial days of yore, management can point to a healthier profit margin. There is still a lot to be done. But the laundry's executives have faced the problem and met it head on in a cool, analytical manner and they're glad they did it. □□

*for better performance  
for greater economy*

## QUALITY BLEACHES

For over 25 years, laundry operators everywhere have recognized HTH Bleach as the standard of quality. Today, keeping pace with modern laundry procedures, you can select from three HTH Bleaches to best fit your particular requirements. Produced by one of America's leading chemical manufacturers, HTH Bleaches will give you consistent results of highest quality with safety and dependability.

The same stable, uniform bleach that laundry operators have been using for over a quarter century to make up stock bleach solutions. HTH Granular Bleach, containing 70% available chlorine, is packed in sealed "measured unit" 3½-lb. cans and in 100-lb. full-opening lithographed metal drums.

This amazing new bleach product is revolutionizing bleaching procedure all over the country. You just add it dry directly to the washer. Assures maximum whiteness retention with minimum tensile strength loss. Packed in 100-lb. and 200-lb. "Leverpak" drums.

This pre-proportioned bleach-mix is simply added to water . . . prepares a stable sodium hypochlorite solution with a minimum of washroom supervision and with a maximum of convenience, ease and economy. Packed in 100-lb. "Leverpak" drums.

Visit us in  
Booths 469-470  
AIL Convention  
November 18-20



OLIN MATHIESON CHEMICAL CORPORATION  
Industrial Chemicals Division  
Baltimore 3, Maryland

Please send information on all three HTH Bleaches and the name of my nearest supplier.

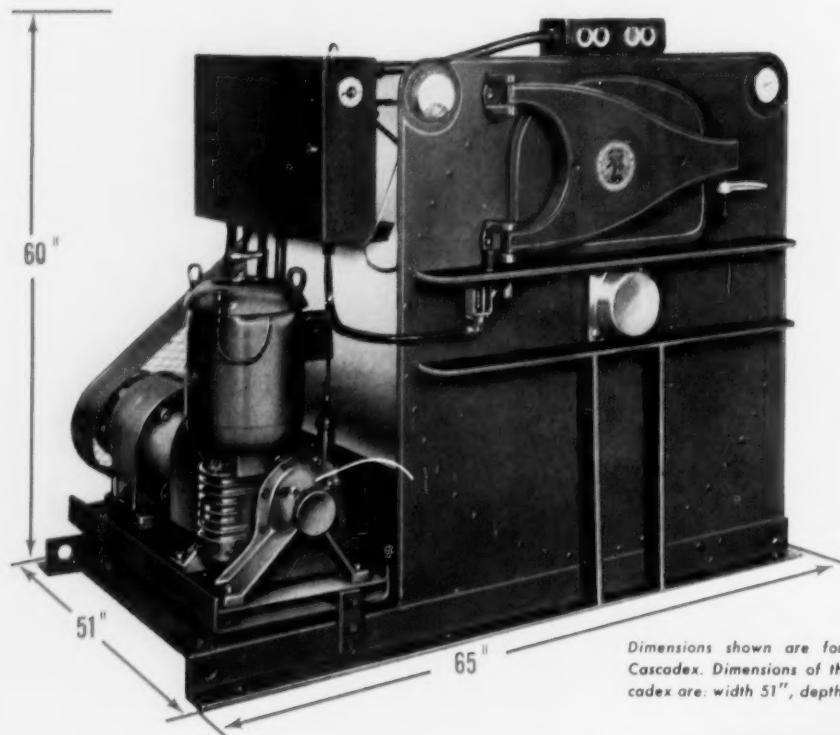
NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

now!

• professional laundries can



Dimensions shown are for the 40 x 30" Cascadex. Dimensions of the 32 x 24" Cascadex are: width 51", depth 39", height 55".

**EXCLUSIVE INTERMEDIATE SPEED!**

While wash baths are draining from the Cascadex, the cylinder automatically goes into non-reversing intermediate speed before accelerating to extraction speed. This not only reduces the starting load on the Extract motor but also distributes work evenly in the cylinder prior to extraction, assuring smooth acceleration to extracting speed.

That is why the Cascadex requires no complicated balancing mechanism or massive foundation, making it such a simple machine that it can be installed in any normal location in all types of laundries.



Here is easy, waist-high loading and unloading. A separate hinged door for each cylinder compartment opens downward, bridging the gap between cylinder and front tub head, serving as an excellent unloading apron. Available with either horizontal or Y-pocket cylinder.

Save:

**labor, floor space, transfer time, machine investment, supplies**

**Saves equipment investment** by combining washing and extracting in one compact machine.

**Saves labor** since only one machine need be attended instead of the usual two.

**Saves floor space** with greater production per square foot of floor space compared to separate washer and extractor of same load capacity.

**Saves operating time** by eliminating necessity of transferring wet work from washer to extractor.

**Saves water** by extracting between rinses. Only half as many rinses are required as in conventional washer.

**Saves production time** by reducing number of rinses normally required, and by speeding up draining of baths, thus shortening washing time per load.

## wash and extract in one machine!

The American Cascadex Laundry Washer-Extractor incorporates the experience gained in over 30 years developing and building quality washer-extractors for the dry cleaning industry. As a result, American now offers you a *laundry* washer-extractor that will cut costs for you in every phase of laundry washing and extraction.

To assure its utmost operating efficiency and performance under all kinds of conditions, the Cascadex was field tested over a 3-year period in more than 50 laundry plants of all types. It was also rigidly tested by U.S. Navy Inspectors, who approved the Cascadex for shipboard as well as on-shore use.

The Cascadex Washer-Extractor joins the long list of American-pioneered products and methods which have benefited laundries of all types for more than 87 years. To name a few: Cascadex Automatic Unloading Washer, Cascade Full-Automatic Control, Notrux Mechanically Loaded and Unloaded Notrux Extractor, Formatic Shirt Unit, Trumatic and Foldmaster Automatic Flatwork Folders, Stackrite Stacker, and Mechanized Flatwork Ironing.

### MANUALLY OR AIR-OPERATED

MODELS IN TWO SIZES:—

32x24" (50 lbs. dry wt. capacity)

40x30" (100 lbs. dry wt. capacity)

The American Cascadex Washer-Extractor is furnished either manually-operated, or air-operated for use with an Automatic Washing Control.

The air-operated Cascadex is equipped with air-actuated hydraulic brake and outlet valve. The tub door is air sealed and air interlocked.

The manually-operated Cascadex is equipped with treadle-applied hydraulic brake, treadle-operated outlet valve, manually sealed and mechanically interlocked tub door.

World's Largest, Most Complete Line of Laundry and Dry Cleaning Equipment

# American

The American Laundry Machinery Company, Cincinnati 12, Ohio



Notice fast-action, fingertip push-button control station. Control panel is provided with "Start" and "Stop" buttons and two "Inch" buttons for easy "spotting" of cylinder doors in loading and unloading positions. Cylinder doors have foolproof snap latch for firm, sure closing.



Shifting Clutch Lever and setting Timer for the extraction cycle is an effortless job. Length of extraction cycle is controlled by manually-set mechanical Timer with Red Signal Lamp mounted on Reversing Control Cabinet. At end of extracting time, the Signal Lamp lights.



You can depend on your American Representative's advice in your selection of equipment from the complete *American Line*. Backed by 87 years' experience in planning and equipping laundries of all types, he can help solve any laundry problems you may have. Ask for his specialized assistance anytime... no obligation.

MAIL COUPON FOR MORE INFORMATION, — — — — —

ALM 359 A

The American Laundry Machinery Co.  
Cincinnati 12, Ohio

Please send Catalog AB-331-702 which will give me complete details on the American Cascadex Laundry Washer-Extractor.

Please have Representative call.

Name \_\_\_\_\_

C/o \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Bundle inserts are placed in conspicuous spot inside the package. Discounts are featured weekly. Response is high

## Bundle Inserts—Two-Way Proposition

*Coming or going, they benefit the Oneonta Family Laundry*

By ROGER GANEM

CUSTOMER REACTION to services, promotions and progress is hard to measure, harder to estimate.

The Oneonta Family Laundry & Drycleaners, Oneonta, New York, has hit upon an inexpensive but productive way to communicate with its clients and also check the results.

Bundle inserts have helped the Willis Dailys, Senior and Junior, realize a three-point program: (1) to help the routemen do a difficult job more easily, in an 8-hour day; (2) to convert irregular customers into steady accounts, and (3) to keep the trading area conscious of the plant.

The idea is now in its second year of operation. The highest response to the 500 weekly newsletters since they were launched in August 1954 was a

whopping 10.7 percent, while the average return is a respectable 7-8 percent.

Oneonta's measuring stick is the simple count of the number of inserts signed and returned by the patrons who wish to benefit by the bargains.

### Success factors

Why should this promotion work for one plant and not another?

There are two standout reasons for the success of this promotion at the Oneonta Family Laundry. First, Willis Daily, Jr., author of the *OFL News*, a weekly "sounding board" sent to regular customers, offers special inducements so attractive that reading the inserts has become something the customers look forward to. Secondly,

he gets his message across at the most advantageous time—when the housewife is unpacking the bundle.

The most vital aspect in a promotion of this type is consistency, Willis points out. "We didn't miss a week in inserting a message. Some were flops, to be sure, and we had to feel our way along. But by and large the inserts helped us to increase our volume by coaxing a little more business out of the regular customers. That's less expensive than opening a new account."

The Oneonta Family Laundry's inserts combine all the advantages of direct-mail advertising without the cost of postage. Those advantages are: selectivity of audience; inclusion of personal, easy-to-read messages, and

*For Finishing Of...*

## **UNIFORMS, DUCK COATS and PANTS**

*depend on*

**Pantex**

Two specific features make it possible for you to depend on Pantex Utility Apparel Presses for the good, high-speed finishing. The first is the "king-sized" buck design that makes long lays quick and easy. Pantex design also permits most short-coat garments, such as pajamas and butcher coats, to be done double lay.

The second big feature is the fact that Pantex Presses *don't have the gadgets that cause 85% of laundry air press down-time troubles.* There's no cams, packings, diaphragms, push buttons and multiple air cylinders and hoses!



Among many desirable features, Pantex offers *dynamic leverage, two-hand safety controls, single air cylinder, master valve, air hose, and hydraulic oil cushion*—in addition to *tension springs and automatic pressure adjustment* between head and buck. For descriptive literature and suggested unit layouts, see your Pantex Representative today.

**PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND**

mention of news items that are of widespread interest.

#### Types of copy

**Seasonal:** One of the most successful promotions takes place at Christmas time. The Yuletide insert can be included in a clothing gift, entitling the recipient to get the article cleaned the first time free of charge. This special had a double-barreled effect. The customer was able to give the friend something "extra," and the plant stood to gain a new account.

The Thanksgiving special featured the cleaning of napkins and place mats for 4 cents, lace and fancy cut-work tablecloths 75 cents, and plain tablecloths 29 cents.

The sportsmen aren't overlooked, either. Wool hunting coats washed for \$1.25, wool hunting pants 75 cents, wool hunting caps 40 cents and wool hunting socks 35 cents.

**Informative:** The inserts also serve the customers educationally. Once, after new equipment was installed, the message stated: "You do notice the difference in our Electronic Two Bath Drycleaning service. Won't you please tell us how and why you like it?"

Response (and interest) was induced with the offer of cleaning a tie without charge to those answering the query. If the customers hadn't noticed the difference before, they did afterward.

**Comforting:** When customers evidenced an uneasy feeling toward the cleaning of synthetic fabrics, Willis tempered the situation with the message: "Recently we installed a simple gadget on our drycleaning presses to avoid fusing and glazing of fibers. This ends steam marks forever." Then the special: "Plain skirts cleaned and

pressed (guaranteed not to shine) 49 cents."

**Statistical:** A comparison of home washers vs. commercial laundries was included in the January 1955 insert. A breakdown of "whiteness retention" disclosed that the Oneonta Laundry listed 99.3 percent, commercial laundries 94.9 percent, and the home washers 89.2 percent. In strength loss, Oneonta was low at 5 percent, commercial laundries 13.8 percent, and home washers highest at 16.2 percent.

**Persuasive:** The often neglected pillow is given the spotlight in some of the weekly inserts of Willis Daily, and one message hit home immediately and forcefully. It read: "If pillows could talk, they'd sneeze and cough. . . . Doctors have traced the cause of continued colds and sickness to

germs lurking in pillows. Feathers absorb moisture, dust and perspiration, and only a pillowcase separates them from your face. Our Sterillowizing process removes the feathers from the ticks, cleans and dusts them. . . ."

**Effective?** Oneonta boasts the cleanest pillows in the area.

**Personal:** The routemen are introduced to the customers through this medium. Anniversaries, illnesses, vacations, or progress reports are also included in some inserts, and a closer bond is thereby established. Misunderstandings, the scourge of all businesses, are prevented or eliminated.

Oneonta is a two-college town with a population of 14,000. Picturesque in itself, it is near the resort areas of Cooperstown and Stamford. Author Willis Daily, Jr., exploits these facts in other messages which welcome back faculty members and students, vacationers and resort personnel.

#### The mechanics

The *OFL News* is mimeographed on inexpensive paper, 5 1/2 by 8 1/2 inches, colored differently each week to prevent confusion. The inserts are numbered and dated on the upper left and upper right corners respectively. They are stenciled by a public stenographer and 500 copies are run off. The cost is \$4.75. The plant name appears on the lower portion of the insert.

The weekly subject matter or message is gleaned from trade journals or from the imaginative brain of Willis Daily, Jr.

The first inserts are placed in the bundles going to the out-of-town customers. The earliest delivery of the bundle takes place on Wednesday. The specials last until the second Saturday after delivery.

No specials can be obtained unless the inserts are signed by the customer and returned to the plant. When the inserts are mailed in after the routeman has made the pickup, Oneonta Family Laundry will overlook the forgetfulness, pull out the bundle, reprocess and reprice it.

Inserts placed in the bundles at assembly worked better than if attached outside the package, where they might be torn off or damaged by inclement weather.

About 90 percent of those who reply are women, Willis stated, and, "To keep them reading, we kept the specials at a low price and the bargains keep them talking. But best of all, the inserts solved the routemen's dilemma of not finding the customer at home or not being able to talk to them."

No longer is Oneonta Family Laundry referred to as "a" laundry. It's "the" laundry! □□

## Poker-Chip Incentive

Assembly is a key operation in any laundry, but the nature of the job usually keeps the assemblers from being included in a regular incentive plan. Consequently, their pay and recognition is often a little bit less than it should be.

Henry C. Larrabee, plant superintendent at the Universal Laundry, Portland, Maine, has come up with a poker-chip system that has not only snapped up the morale and earnings of his assemblers, but has helped the markers as well.

On Monday morning each of Universal's four markers gets 30 poker chips in a little wooden holder. Each chip is worth 5 cents to her at the end of the week, but each error costs her a chip. Every morning the personnel clerk goes to the assembly department, adds up the number of mistakes made the previous day by the markers, removes the corresponding number of chips, and puts the chips into another wooden holder in the assembly department. The

working supervisor on the floor checks the errors to prevent any controversy about who made what mistake. Most of the mistakes are nuisance errors such as underlisting.

When we visited the plant, the system had been in operation about a month, and each of the markers was averaging five mistakes a day. Their accuracy had shown noticeable improvement. The assemblers were making an extra \$1.30 to \$1.50 a week, depending upon the hours they put in.

Everybody is happy with the arrangement. Mr. Larrabee states that the system is working much better than a plan he had tried previously. In the earlier plan, each marker was allowed one error for each 500 pieces marked. For every mistake she made over her quota, she was docked a nickel, and she received 10 cents for each 500 pieces marked in without an error. The assemblers did not participate in the previous plan.

# NYLONETS

CUT COSTS  
TO LESS  
THAN

$\frac{3}{4}$ ¢

per wash!

Compare

your present net cost  
with this figure

How can **NYLONET** guarantee 300 washes per net?

- EXCLUSIVE DATED  
BRASS GROMMETS, ASSURE  
LONGER WEAR
- TRIPLE KNITTED STRENGTH—  
DUPONT 260 DENIER NYLON
- AND EXPERIENCE, NYLONET  
IS THE OLDEST  
MANUFACTURER OF KNITTED  
NYLON LAUNDRY NETS!
- PRE-SHRUNK—FORM-SET—  
SEAMS GUARANTEED FOR  
LIFE OF NET
- NYLONETS ARE MADE IN  
VARIOUS SIZES AND COLORS

Sold exclusively  
through jobbers

**NYLONET®**

C O R P O R A T I O N

2075 N. W. 75th STREET  
MIAMI 47, FLORIDA

COMPLETE

# AUTOMATION

WITH BRAUN UNIT

COMBINATION



Available in  
65 lb., 100 lb.,  
and 200 lb.  
models.  
Patent pending

ASK ABOUT OUR BRAND NEW  
35 LB. WASHER-EXTRACTOR  
MODEL NOW IN PRODUCTION.

SEE HOW AUTOMATION  
CAN SAVE YOU . . .

**TIME.** Automation frees washroom labor to handle other jobs. The wash cycle requires little or no attention as all phases are handled automatically. One machine does the work of two.

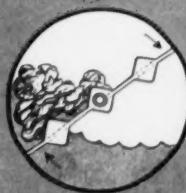
**LABOR.** One man can easily handle \$3,000 worth of family work alone in a washroom prop-

erly equipped with Braun Unit Wash machines. Consider the savings!

**SUPPLIES.** Water bills can be reduced substantially because the Braun Unit Wash permits extraction between rinses, with resultant savings in supplies. Other material costs will be correspondingly reduced.

# WASHES SHAKES-OUT EXTRACTS

## WASH WASHER-EXTRACTOR IN THE WASHROOM



"Squeeze" combines, with washboard action for quick complete washing. Full-circle rotation of bevel and reversing cycle provide extra assurance of thorough agitation.

Unit Wash's exclusive contoured rib design provides high lift, washboard cleaning action during big drop.



**Washes** • Superior wash action with Braun Unit Wash's exclusive washboard rib design with the highly efficient *drop, wet rub and squeeze* action.

**Shakes-out** • Shirts are opened by this action so that finishers can handle them quickly and easily.

**Extracts** • In same machine, thus eliminating expensive, time consuming transferring and balancing of wet loads. Extraction is complete in the outer zone ready for flatwork ironers in *8 minutes or less*.

The Braun Unit Wash combination washer-extractor offers you greater productive capacity per square foot for your investment.

Now all Braun Unit Wash machines have provisions for continuous rinsing, thus effecting greater efficiency and improved washing quality by continually removing excess loose soil before it can filter through the clothes.

**G. A. BRAUN INC.**  
World Wide Distributors  
Empire Building  
Syracuse 2, New York

Gentlemen: We would like further information about UNIT WASH and the savings available to us.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



**Owners** Sam and Billy Holder in their home just behind the laundry. ("We save time by not having to commute!") Billy grew beard for Huntsville's recent historic celebration

## Evolution of a Laundryman

**Stress on fundamentals . . . volume strictly limited to capacity . . . incessant quest for information . . . advertising with a message**

By WILLIAM R. PALMER

"WE HAVE MUCH TO LEARN about the laundry business," stated Thomas W. (Billy) Holder of Five Points Laundry, Huntsville, Alabama. "Yet the secret of our success, if you call it that, is we are getting 100 percent effectiveness out of what we do know about the laundry business. Our plant is small, so we are in direct contact practically all the time with every department.

"I have worked in every department myself, and keep my hand in by filling in sometimes for an absentee. As a result the work gets done the way we want it."

Mr. Holder suggests that perhaps one fault with the laundry industry today is that owners or managers get too far removed from the fundamentals. "At Five Points Laundry," he grinned, "we haven't been able

to get away from the fundamentals."

This doesn't mean the Holders—Mr. and Mrs.—try to do everything themselves. Where expert outside help is available, they accept it gladly. For instance, the technician who leases them their water-softening equipment used to travel for a prominent boiler manufacturer. By special arrangement he tends to all the Holders' steam engineering maintenance and repairs.

A jobber salesman is the Holders' "purchasing agent." They deal with one jobbing house so far as possible. The salesman determines what they need, when and how much. In a period when Mr. Holder is struggling to increase his production knowledge and quality, it has been a load off his mind not to be concerned with purchasing. In turn the salesman has justified their confidence by discreet

balancing of quantities that earn discounts against a reasonable inventory investment.

In such ways the Holders have conserved their energies for production and quality control. They have an enviable turnover record among customers because they deliberately hold back their volume growth to keep their capacity consistent with quality production. Many times this has resulted in actually refusing to take new bundles over the years. As a result they are still in the position of having people occasionally beg them to be taken on as customers.

Mrs. Holder, christened Mary, is better known to the trade as "Sam" (because she's one of the boys). She was first in the laundry business. Mr. Holder backed a fellow townsman in a launderette, had to buy him out to

Announcing the new  
Golden Yellow  
**24-K**  
Scorch-Resistant  
Padding

- Outwears double-faced flannel by 300%
- Extra resistance to scorching, packing down
- Uniformly porous—no starch-clogged hot spots
- Highest degree of absorbency and resilience (no more crow's feet, wrinkles, broken buttons)

Available in economical 54-inch width only



24-K, like all "Jomac 54" padding, fits any size buck. This porous fabric offers premium "imbeddability," lets steam through evenly, won't allow starch to clog its pores. It should be fitted to the buck loop-side down and should be cut with the rib, when necessary for fitting.



Guaranteed to outwear double-faced flannel or your money back!



Golden yellow 24-K is the kind of press padding laundry owners have dreamed about. It's essentially the durable, scorch-resistant loop-pile fabric you know as "Jomac 54"—but given a new color, a new resilience, a new absorbency. It offers the kind of top quality that means better, faster production, less frequent replacement, and lower net operating costs. (Of course, regular "Jomac 54" is still available.)

**Sold by leading laundry suppliers everywhere**

**FREE.** A set of 24-K Press Padding Covers for collar and cuff unit. Send us a paper pattern, plus the make and model of your press, Jomac Inc., Philadelphia 38, Pa., Dept. I.



NO BROKEN  
BUTTONS



NO CROW'S-FEET



NO WRINKLES

**24-K PRESS PADDING**  
by **JOMAC**

# STATIC?

...you can eliminate  
it safely, inexpensively  
and effectively!

The SIMCO "Midget" Static Eliminator is guaranteed to be the most effective, yet least expensive means available for all folders and ironers! Write today.

the SIMCO company  
920 Walnut Street  
Lansdale, Penna.

protect his investment. So Sam stepped in to run the launderette. This proved to be something of a strain, while raising two lively youngsters and keeping house. Thus, in 1950, Billy joined in the actual operation of the business.

In 1947 the establishment was a typical launderette with twenty 9-pound domestic washers and four domestic dryers. In 1951 a shirt unit was installed, and later in the year a pants finishing unit. In 1952 the small washers gave way to five 25-pound open-end units. Also, a flatwork press was installed. Then, in 1955, the size of the building was doubled, a new boiler was installed and a complete drycleaning department was set up.

### Quest for information

From the start the Holders' quest for information has been continuous. Before personally plunging into plant operation, they visited literally dozens of laundries in Alabama and neighboring states. Together they pumped allied tradesmen. It was in such bull sessions over the dinner table that Sam acquired her nickname as she sat with "the boys" thrashing out laundry production and sales problems.

Application of the fundamentals

applies also to advertising and sales promotion. Laundry volume runs slightly over \$1,200 a week, and drycleaning volume, up to \$350 a week, is growing steadily. It is all cash-and-carry through the plant store.

### Four percent for advertising

An average of \$60 weekly, or 4 percent of volume, goes out for advertising. Five Points' most consistent piece of advertising is a two-inch, one-column ad on the classified page six days a week. Mr. Holder personally writes the informal, brief "message." These messages always refer to some feature of their service, plant operation or new development, such as the use of a new soap, packaging or other quality aid. He never writes vague "we do good work" copy, always offers some specific reason, however minor, why Five Points Laundry service *benefits* a customer.

In similar ads Mr. Holder also repeats what customers have actually said about Five Points Laundry's service. As, for example, when an eminent rocket engineer, just back from a field trip, exclaimed he was "glad to get back where the shirts would look nice again!"

One other regular ad appears weekly in the arsenal paper that is published for personnel at the government rocket development station in Huntsville.

The Holders dramatize every possible facet of the business. If they don't have a new gimmick to talk about, they will bring the button-sewing machine or a marking machine up to the counter. Except during rush hours they will start using the equipment as a customer approaches. Usually a conversation develops about the equipment and its value to quality control.

Whenever the Holders decide on a new angle to publicize they go on the radio with it, 28 spots a week for four to six weeks. Then they will drop radio advertising until something else new comes up. By using heavier advertising in short bursts they believe the impact on the public is much more effective than if they were to stretch their funds out with smaller promotions over the long pull.

Five Points Laundry subscribes to a local welcome service as a means of attracting newcomers. Some, while liking the quality, feel the prices are high (20 cents a pound for flatwork against a going rate of 10 cents in Huntsville, 18 cents a shirt against 17 cents). They switch to less expensive laundries, then in time drift back again.

Five Points makes a special effort to return a first bundle in the best possible condition. This refers particu-

larly to clothing grayed through lime-soap deposits or otherwise inefficient washing. In the normal course of events it might take two or three trips to brighten the whites and clear up the colors again. To make the difference more dramatic, Billy reruns the first bundles, using an extra quantity of polyphosphate to free the soap deposits. He then suggests the customer compare the work with shirts or sheets not yet sent to him.

Stuffers in the laundry bundles are now being used since the plant added its own drycleaning department.

Drycleaning gets the same personal attention that built up the laundry service. Mr. Holder did the drycleaning and spotting himself for several months before breaking in someone else on the job. Here, too, they make haste slowly, feeling that poor drycleaning could jeopardize their laundry reputation. But, volume is growing as fast as personnel can be trained to handle it, even though prices are 15 percent above the going rate.

### Upgrading employees

Productive personnel are upgraded to the drycleaning department. None have worked in another drycleaning plant. All started in the Holders' laundry. Having proven themselves competent, conscientious workers, they are shifted to the drycleaning department as a reward, getting higher pay and more varied, interesting work. Each person so promoted has tackled new tasks eagerly. This enthusiasm has much to do with the quality control and the growth of the department.

One final factor in the growth of Five Points Laundry is the outstanding ability of the two Holders to remember customers' names. Between them they almost without fail greet by name every customer who has left a bundle more than three times. How do they do it?

Billy Holder admits developing a knack of "really seeing people." We all have a tendency for our senses to numb when dealing with many people in quick succession. So he makes an effort, while getting a bundle, checking the invoice and making the change, to let the little characteristics and mannerisms of each individual sink in. "If you like people, it's easy to do," he says. "If you look at people and see them, they can't remain strangers. It is always easier to deal with people when you feel you really know them!"

Perhaps this is the real word on the Holders and their operation. They get to know both people and facts in the shortest time possible. The customers seem to appreciate both! □□

MTD  
MTD  
MTD  
MTD  
MTD



#### GETTING BIGGER ALL THE TIME!



Plant after plant reports exceptional results with Matched Team Detergency. This recently developed washing system with its unique "Cross-Fire Cleaning Action" is demonstrating its cost-lowering, quality-maintaining advantages in increasing numbers of progressive laundries.

#### DIRT YIELDS QUICKLY TO THIS POWERFUL TEAM!

With the MTD washing system, you attack soil with two powerful weapons—with two basic types of cleaning agents, each with its own special ability to loosen and suspend specific types of soil.

You start loosening the soil with an efficient break, using Brex—a scientifically compounded soap base product. You "cross-fire" with Orvus Hytemp in the suds baths. This active synthetic detergent was specially designed for high temperature washing—and specifically designed to supplement and multiply the initial dirt-loosening action of Brex.

#### TRY MTD NOW!

MTD can give you cleaner clothes . . . greater production . . . lower washing costs. Look carefully into the advantages of MTD *now!*



PROCTER & GAMBLE  
Bulk Soap Sales Dept., Cincinnati, Ohio



**Officers, left to right, seated:**  
**A. Richards, vice-president;**  
**Russell Burris, president; Ivan**  
**Ingersoll, secretary. Standing:**  
**Directors Frank Cline, William**  
**Watkins and Thomas Portman.**  
**Not in picture: C. T. Renne,**  
**treasurer, and Timm Mills, di-**  
**rector**

## Quick-Service Men Meet at Muncie

MEMBERS of the Indiana Quick Service Laundryowners Association held their annual fall convention at the Delaware Hotel in Muncie on August 8 and 9.

Approximately 100 laundryowners and employees registered for the two-day affair, which started Saturday afternoon and was officially opened at a dinner that evening. A full evening of entertainment for the laundryowners and their wives was directed by members of the allied trades.

Sunday was the big day. The morning business session got under way in

various booths set up for operators to visit. The following subjects for discussion were covered in these informative displays: "Operating Cost Percentages," by association Vice-President Armin Richards, Superior Laundry, West Lafayette; "Sales Promotion," by F. J. Raymond, Launderette, New Albany; "Price Structure," by Cleo Bourne, Irvington Self-Service Laundry, Indianapolis; "Diaper Service and Routes for the Quick-Service Plant," by Ivan Ingersoll, Bendix Laundry, La Porte, and "Bendix Service," by Elmer Cart, Su-

perior Launderette, West Lafayette.

A short business session was presided over by C. G. Morton, manager of the Laundry Division research laboratory of Swift & Co., who led a discussion entitled, "Washing Is Our Business."

Before the Sunday luncheon various plants in Muncie were visited.

The formal close of the convention took place after a dinner talk by A. L. Christensen, manager of the department of engineering and production at the American Institute of Laundering.—*Harry Yeates*

## New York Fall Conference

THE 1955 FALL CONFERENCE of the New York State Launderers & Cleaners Association was held in Cooperstown September 30 to October 2. Some 200 persons traveled to the picturesque birthplace of baseball during World Series time and thus were immediately exposed to the convention aim: "Keeping pace with the new while checking the old."

The Friday-night "Young Management Forum" featured six plant managers from the Mohawk Valley District and the Southern Tier District.

This group included Willis B. Daily, Jr., Oneonta Family Laundry, Oneonta; Robert Costello, Lincoln Laundry, Utica; Samuel De Luca and Edward Hoffman, Custard & Kistler Laundry and Dry Cleaning, Elmira; John L. Skelton, Lohn's Cleaners & Launderers, Hornell, and Moderator Donald S. Hall, Star Palace Laundry, Rochester.

Bill Daily's topic, "Personalized Bundle Inserts," gave prominence to the problems of the routemen and one method of giving them assistance.

To assure readership, weekly special bargains are offered only to those customers who returned a signed insert.

"Mike" Costello spoke on the success and problems of "Family Laundry Service Sold by Contract." He stated they were easy to sell and more business resulted.

Samuel De Luca discussed the advantages of "Air Presses" which were purchased to facilitate the training of C & K's employees.

Ed Hoffman cited the value of

# HUEBSCH

*The name to remember for*  
**LAUNDRY EQUIPMENT**



## HUEBSCH TUMBLERS

Fast, efficient laundry dryers... from the world's largest manufacturer of commercial open-end drying tumblers. Available in both gas and steam-heated models—in four sizes.

## HUEBSCH WASHERS

Trouble-free, easy-to-operate design—with the famous 37-inch drop that guarantees good washing every time. Stainless steel. 50-lb. capacity. Choice of automatic, semi-automatic or manual controls.



## CABINET STYLE TUMBLERS

Beautifully modern streamlined design—in your choice of any color. Gas-heated and steam-heated models. Comes in three sizes.



## TWIN-CYLINDER TUMBLERS

Each cylinder has 15-lb. capacity—perfect for small loads. Only 27½ inches wide. Gas or steam-heated models.



## HY-DRY TUMBLERS

Compactly designed to go through a 28" door... yet a full-size 16-pound heavy-duty commercial tumbler. Convenient operating height... controls and burners easily accessible from front. Gas-heated.



## FEATHER RENOVATORS

Takes flat and lumpy pillows and makes them like new. By simply removing hopper, model shown can also be used as a regular drying tumbler.

Ask your Huebsch representative for complete details—or write us direct.

**HUEBSCH MANUFACTURING COMPANY**

3775 N. Holton Street, Milwaukee 1, Wisconsin



**Caught in reflective mood,** Val E. Dayton (left), Amityville, interim president of New York association, scans gathering listening to address by Richard V. Whalen (right), executive secretary, at the Cooperstown conference.

"Mechanical Ventilation," an effective and economical method of spot cooling which helped improve working conditions at his plant.

John L. Skelton showed how "The Pre-Addressed Laundry Ticket" eliminates waste while giving the routemen a permanent customer control file.

A lively question-and-answer period followed the forum and preceded an address by Stan Sheppard, field representative for the American Institute of Laundering. Stan highlighted the current business trends.

The second portion of the Friday night program included remarks by G. E. Knowlton, Binghamton; Jac Lovell, of the Safety Management Company, New York City, and Richard V. Whalen. This session was presided over by Val E. Dayton, Amityville Laundry, Amityville.

The dynamic Victor D. Oakley, sales consultant to the Sta-Nu Corporation, highlighted the Saturday-morning program. Mr. Oakley emphasized the need for more aggressive sales promotion, consistent advertising and sound management.

John C. Newell, Jr., director of public relations, Folding Paper Box Association, discussed "Packaging for Profit," stressing the value in packaging to suit the taste of women and packaging to identify the plant.

Miss Betty Best, the personable TV attraction for the Professional Laundry Foundation and the industry, too, made her first upstate New York appearance at the convention. Leonard Shorr of the Feigenbaum & Wermen Advertising Agency handling the Betty Best campaign described the results of the promotion.

**Val Dayton was named to the presidency of the New York State Launderers & Cleaners Association to fill the term of ailing president Robert M. Smith, Monroe Laundry, Monroe.**

In accepting, Val resumes a position he relinquished only last April. He will serve until the next election, scheduled for the 1956 convention in Albany.

The Saturday-evening banquet guest of honor was Donald L. O'Toole, deputy commissioner, New York State Department of Commerce. Other speakers included Victor D. Dalgoutte, Briarcliff Manor Laundry, AIL director for New York State; Morris Landau, president, Laundry & Cleaners Allied Trades Association, Brooklyn, and Fred W. McBrien, Holland Laundry, Philadelphia.

#### Fun for all

Dancing followed, with music furnished by Ted Stevens and his Orchestra.

The conference also included many special events, such as an outdoor Bar-B-Que on September 29 for the early arrivals, committee meetings, ladies' card parties, a motion picture, shuffleboard contests, tours of the baseball "Hall of Fame," the Fenimore House and the Farmer's Museum, and a golf tournament for the men and the ladies.

The golf tournament chairman was Leo B. Ahern, Prince Cleaners & Laundry, Ilion, assisted by Paul T. Huguenin, New System Laundry & Drycleaning, Rome; E. L. Davies, Cowles Chemical Co., Warsaw, and William R. Atwood, Frontier Alkali, Buffalo.—Roger Ganem

## New Englanders Meet in Maine

MORE THAN 150 persons turned out for the fall conference and outing sponsored jointly by the Massachusetts Laundryowners Association and the New England Linen Supply Association at the Samoset Hotel, Rockland, Maine, September 11 through 14.

Although cold, misty weather restricted the outside activities primarily to golf, there was no lack of indoor amusements. The program included

a lobster bake, barn dance, Monte Carlo Nite, cocktail parties, etc. But business was not completely forgotten.

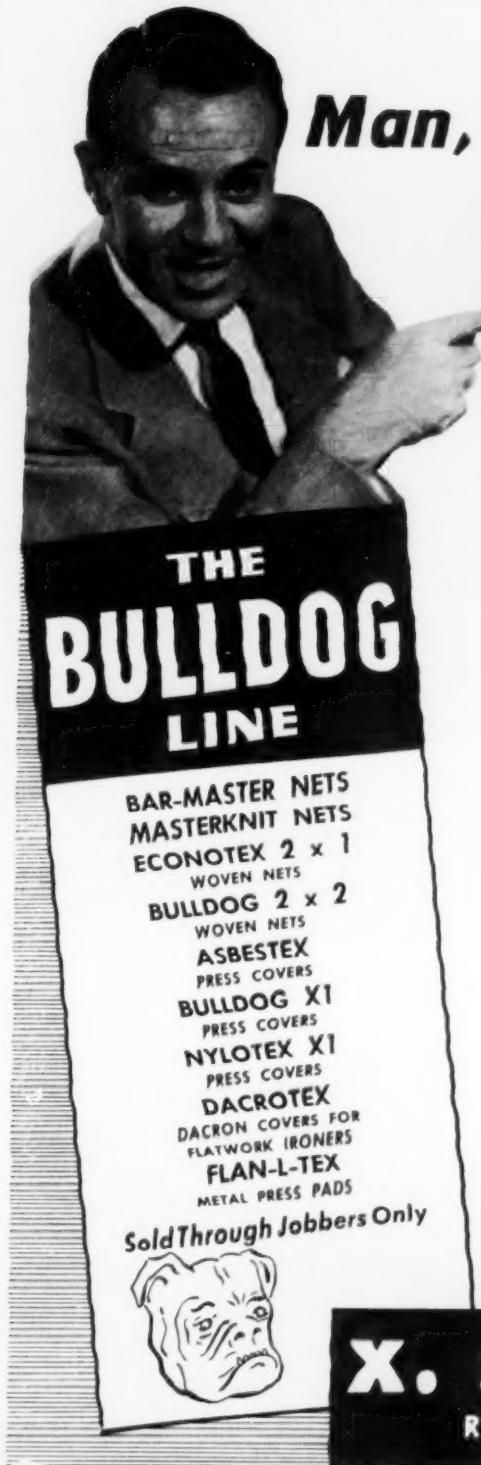
#### New discussion technique

One evening was turned over to a combined MLA-NELSA meeting presided over by Executive-Secretary Gordon Rayner at which Samuel B. Shapiro, secretary of the Linen Supply Association of America, intro-

duced a new technique in problem discussion. Here's the way the new method worked.

The members were asked to propose business problems on which they wanted more information. The assembly expressed interest in the effects of the new minimum wage law, cooperative purchasing, supervisory training procedures, etc., until a total of nine subjects had been listed on the speaker's blackboard. The assembly

**LOOKING FOR LONGER PRESS COVER WEAR?  
LOOKING FOR BETTER FABRIC FINISHING?  
LOOKING FOR LOWER COVER COSTS?**



***Man, You're Looking For***

**BULLDOG XI  
NYLON PRESS COVERS**

Now, at last, the highest grade thermo plastic resin treated cover cloth is no longer monopolized. Our mill is now ready to turn out thousands and thousands of yards of this miracle cover to meet the demands of laundries in all parts of the country.

Developed through intensive research—designed, engineered and tailor made to fit all presses, BULLDOG XI is also available in rolls 54 inches wide.

Want to see a cover cloth that will give you more than 40,000 shirts—that will lose but 25% of its tensile strength after 15 hours at 390 degrees of heat? Then call your jobber today and ask to see the longest wearing cover cloth in the industry—at a price that defies comparison—BULLDOG XI.

*If your jobber does not handle the  
Bulldog line write us for a sample  
and prices on the new BULLDOG XI  
press cover.*

**X. S. SMITH, INC.**

RED BANK • NEW JERSEY



**Men's business meeting** shows some of 150 members who attended conference and outing

was then divided into as many groups and each was given one specific problem to consider. After a 15-minute deliberation a chairman from each group summarized that group's

thoughts on the subject and made specific recommendations where possible.

Most of the members agreed that this problem discussion technique

could be employed as a means of solving particular problems in their own operations. They could also agree that the outing was an enjoyable affair.—Henry Mozder

## New Jersey Sales Meeting

THE NEW JERSEY Institute of Laundering and Dry Cleaning held a route salesmen's contest kick-off meeting at the Essex House, Newark, October 14. The appearance of both Betty Bests highlighted the session, which attracted some 200 persons who braved heavy winds and rain. The two personable emissaries of the industry, under the sponsorship of the Professional Laundry Foundation, Inc., presented four commercials used on their Philadelphia and New York TV programs.

Other guests included William McBrien, Holland Laundry, Philadelphia; Richard Willis of WRCA-TV, New York; Robert McGrady, general sales manager, WCAU-TV, Philadelphia, and Leonard Schorr of the Feigenbaum and Wermen Advertising Agency handling the Betty Best campaign. Harold Buckelew, president of the New Jersey association, presided.

The meeting opened with the showing of a movie titled, "Progress, 1975." Mr. McGrady, Mr. Willis and Mr. Schorr described the Betty Best campaigns and the popularity of the promotion in the two cities.

Mr. McBrien, who said his plant is 11,000 shirts better since becoming a Betty Best laundry June 1 as compared to a similar 1954 period, explained the routemen's contest rules.

The awarding of numerous door prizes preceded adjournment.

—Roger Ganem



**Betty Bests** of Philadelphia and New York at route salesmen's meeting sponsored by New Jersey Institute of Laundering and Dry Cleaning



**Survey findings** of percentage of people using professional laundry services (10.8 percent) get mixed reaction at Newark



# SWIFT'S SOAPS GET DIRTY CLOTHES CLEAN!

... AND THERE'S ONE FOR  
EVERY WASHROOM NEED!

Your stock in trade is turning out sparkling clean clothes fast. Our stock in trade is versatile soaps for professional use. There's a Swift's soap to serve every washroom need . . . one to handle each of your requirements as to water temperatures, type of fabric, soil, etc. By taking maximum advantage of this versatility in washroom products, you will be sure of quality in providing a professional job to the housewife.

Yes, Swift's fine quality soaps help wash your customers' dirty clothes sparkling clean, professionally.

Write for details on any or all of the Swift's Soaps listed at right and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS



**SWIFT & COMPANY**

SOAP DEPARTMENT

4115 Packers Ave., Chicago, Illinois

**WHITE RIBBON** (Chips or Powder)  
These are neutral soaps made from the finest tallow. The chip contains 88% anhydrous soap and the powder 92%. The White Ribbon products are recommended for use particularly in higher temperature washing.

**FLEXO SOAP POWDER** A scientifically and completely built product for the laundry industry. The ideal product for the washroom and particularly well suited for the open-end type washers. Flexo Soap Powder is built with high-type alkalies to give a sustained pH throughout the entire wash.

**VERTEX FLAKES** A high quality sodium oleate soap made from the highest-grade distilled red oil. Vertex has a titer range of 10-12° C and an actual soap content of 94%; is highly soluble in a variety of low-temperature washing operations.



First woman to attend Tri-State business sessions, Mrs. C. Miller Petre, at group confab

## Tri-State Meet Draws 105 plus 1

THE FALL CONFERENCE of the Maryland, District of Columbia and Virginia Laundryowners' Association was unusual for at least one reason—it was the first time that a woman attended the business sessions.

She was Mrs. C. Miller Petre (Troy Laundry & Dry Cleaning Co., Hagerstown, Maryland), who with her husband took part in the two-day program that attracted 105 members and allied tradesmen to the George Mason Hotel, Alexandria, Virginia, October 25 and 26.

The conference was unusual in other respects, too. The first morning session was devoted to touring the newly opened Harper Laundry (of Alexandria) perhaps the most unique plant in the country today. (See STARCHROOM, September 1955, pp. 8-14.) This was followed by a two-hour question-and-answer session that afternoon at which time the plant-owner, Samuel Harper, volunteered any and all information pertaining to the operation.

The only other speaker on the program that day was R. H. Pledger, Manhattan Company, Washington, D. C., who outlined a group insurance plan.

The second day's session was given over to the "Swap Shop" conference technique. The assembly was divided into 10 groups. Each group was assigned to a room and for more than two hours exchanged ideas on one of these three subjects: Organizing Successful Sales Meeting, Successful Store Operations, and Successful Sales Contests. Following the luncheon, the chairman for each group got up and

gave what was considered to be the best idea culled from the morning conference. The donor of each was awarded a necktie.

Some of the prize-winning suggestions were: *Contests*—Encourage production employees to participate in sales contests by having them provide leads for route salesmen and by improving work quality. *Meetings*—Emphasize small group and individual meetings with supervisor rather than regular sales rallies with the entire sales staff. *Stores*—Place more emphasis on suggestive selling and pay more to get a higher caliber salesperson behind the counter.

The groups then returned to their respective meeting rooms and for another hour all considered the subject

"How to Pay the \$1-an-Hour Minimum." On this topic there was unanimous accord that wage increases would have to be met by increasing prices. Just how much could naturally not be determined, although some felt that a 15 percent price hike was justifiable where wages would have to be increased by 20 percent. There was also a feeling that the increases should be put into effect gradually rather than in one fell swoop. Most members saw that the new wage minimum would open the way for more equipment sales with renewed interest in reducing productive costs.

The sessions were presided over by John Markle, Bladensburg, Maryland, association president.

—Henry Mozdzer



Speakers got complete interest of alert audience



nothing  
outwears...

\* **DATEX**  
(DACRON DUCK)

for Flatwork Ironers

**developed and manufactured by gibraltar**

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



**GIBRALTAR FABRICS, INC.**  
2236 PITKIN AVE., BROOKLYN, N. Y.

**Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.**

**"DATEX"**  
**COVERS**

**AVAILABLE IN:**

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,  
samples and prices.

Sold through  
leading distributors  
everywhere.

WIN COLOR TV

Prosperity

Look Prosperous!  
Feel Prosperous!  
Be Prosperous!  
IN A PROSPERITY-IRONED SHIRT



DRUDGERY  
SLOW  
HOT  
TIRESOME  
Over the Board

PROSPERITY  
QUICK  
COOL  
EASY  
Over the Counter

LEISURE



OVER 30 THOUSAND

SAW OPERATION OF PROSPERITY SHIRT DEPARTMENT AT THE NEW YORK STATE FAIR  
... FILLED OUT QUESTIONNAIRES ON SHIRT FINISHING



## PROSPERITY HAS THE ANSWERS!



Out of every 3 shirts...

the Housewife still does 2

the Commercial Plant is only doing

1 out of 3

### THE ANSWER:

too few people know that Prosperity-equipped plants do shirts so carefully, beautifully, so fast, and at such a reasonable price.



HUNDREDS OF TAPE-RECORDED INTERVIEWS GET TO THE POINT...

GET THE FACTS!

MANY SAY:

"I don't send my shirts to a laundry because I can't get the kind of starch I want."

"I didn't know laundries were so careful . . . I always thought they were 'rough' on shirts."

"I've been ironing 7 or 8 shirts a week at home. I thought laundries charged 35 or 40¢ apiece to do them because that's what I've been paying for sport shirts. I'm certainly happy to know that white shirts cost only about 20¢."

HUNDREDS  
PERSONALLY INTERVIEWED



**ACTUALLY 7 out of 10 have a misconception about shirt finishing**  
**YOU MUST SHOW THEM TO SELL THEM!**

## THOUSANDS WRITE OPINIONS...

Are the men's shirts in your family washed and ironed in a commercial plant?

Before today, did you know that shirts are processed like this in modern commercial laundries and drycleaning plants?

Would shirts washed and ironed like this satisfy you and your family?

(Medium starch was used in demonstration . . . a few prefer no starch or heavier starch.)

Before today, did you know that you could leave shirts in the morning to be washed and ironed, and pick them up the same afternoon?

**NO** 63.2%  
**NO** 70%  
**YES** 94.65%  
**NO** 56.65%

A 21-Inch Color TV, a Portable TV and a Clock-Radio were offered in a drawing on the numbered questionnaires to induce people to write their answers.

## THE ANSWER TO QUALITY THAT SATISFIES!

### PROSPERITY CABINET SHIRT FINISHING UNIT

Six time-study balanced machines for easy 2-girl operation. The beautiful, all over quality finishing cannot be excelled. If you offer the starching customers want you can satisfy 100% of the people. Production up to 100 shirts per hour. Simplest operator training . . . quality shirts from the beginning.

### THE ANSWER TO WASHING THAT SATISFIES!!

### PROSPERITY FULLY-AUTOMATIC 25-POUND WASHER



Built to the highest standard of Prosperity excellence within the Prosperity factory. Leadership in washer design and washer performance. Equipped with the exclusive Formatrol cycle timer. 47 of the 48 washing cycle operations are performed automatically. Any operator produces the work of the most experienced washman.

## THE ANSWER TO INCREASED SHIRT BUSINESS...

### • PUT YOUR PROSPERITY CABINET SHIRT UNIT IN YOUR STORE WINDOW

SHOW and SELL! Show the care in handling shirts. Show how beautifully they are ironed. Show the speed of service. Show the careful folding and packaging.

### • POST PRICES AND SERVICE IN YOUR WINDOWS

Keep fresh, attractive signs in your window, pricing your shirt service. Advertise your shirt service in local papers.

### • OFFER ANY DEGREE OF STARCH OR NO STARCH

### • OFFER FAST SERVICE      • ADVERTISE YOUR SERVICE

PROSPER WITH



**The PROSPERITY**  
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRIES  
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS

Company Inc. 

© Prosperity 1964

Main Office and Factory, Syracuse 1, N.Y.

Sales, Service and Parts in Principal Cities

# AIL News

## AIL Wins Another Merit Award



For the second successive year the American Institute of Laundering has received an Award of Merit from the American Trade Association Executives. The honor was won in a contest for distinguished service to membership and the general public.

AIL's entry was a report on the functions and activities of the Laboratory Division of the Production and Engineering Department. Written by Glenn C. Lange, manager of the Institute's Publicity and Editorial Department, the report discussed AIL's damage analysis and test piece service, with emphasis on benefits the laundry members and public derive from this service.

Here Mr. Lange is shown receiving the award from Russell A. Stevenson, dean of the School of Business Administration, University of Michigan, Ann Arbor, Michigan. The presentation was made at the ATAE's annual meeting at Mackinac Island, Michigan.

## AIL Plans December Conference

The American Institute of Laundering has planned a Production Workshop Conference for December 9 and 10 at the Statler Hotel, Cleveland, Ohio. Institute staff members Lee Johnston, A. L. Christensen, Warren Archibald and Russ Rose will conduct the conference, essentially a brush-up session on the latest developments on producing better service more quickly and cheaply. Individuals will be invited to discuss their particular problems with AIL staffmen and other industry leaders.

## AIL Test Strip for Phosgene Gas

A new test strip to determine the presence of phosgene gas in a gas-heated tumbler has been developed in the Laboratory Division, Production and Engineering Department, American Institute of Laundering.

The test strip was developed after several cases of an unusual type of damage to tumbled articles had been reported to the laboratory. Tests showed that the damage was chemical in nature. Investigation showed that the damage occurred under the following conditions: in small laundries where gas-heated tumblers were used; when the gas burner was such that the burned gases, along with added air, entered the cylinder and came in contact with wet fabrics, and where synthetic drycleaning units were located in the same room with equipment used in the laundry.

Further investigation showed that chlorinated solvents used were coming into contact with the flame and hot metal of the tumbler burner. This developed into phosgene gas which has an acid chloride reaction. Through contact and under the influence of the heat in the drier, the acid deteriorated the fibers and caused the damage.

The test strip, chemically treated to develop a bright yellow color in the presence of phosgene gas, is about 1 inch wide by 6 inches long. Available to AIL members on request, it can be hung in a tumbler exhaust, a built-in lint trap or a tumbler clean-out door, and thereby be exposed to the same air present in the tumbler. The strip should be examined occasionally over a two- or three-day period. If it turns yellow, indicating that phosgene gas is being formed in the gas burner and entering the tumbler cylinder, AIL recommends that laundrymen separate the cleaning unit from the laundry tumblers. If this is not feasible, the room containing this equipment should be ventilated so that fumes from the cleaning department are vented away from the laundry driers.

## AIL Warning on Dynel

The American Institute of Laundering recently released Textile Note No. 36 to its members which discusses dynel fabric finishing process problem, together with a news release which can be used for local publicity and improving laundry customer relations.

AIL suggests to its members that the news release be sent to the local newspaper or radio station as part of the campaign to educate the local public about the dynel finishing problem.

Quite often dynel fabric fuses and hardens during the finishing process. The fiber has excellent resistance to chemicals but very little against heat which causes shrinkage and distortion. Tumbling also causes serious contraction and stiffening.

It is quite difficult to distinguish dynel from wool as they both feel and look alike. Washing dynels like wool generally does not present a great problem providing the soil is not particularly heavy.

Pressing and ironing, however, are definitely prohibited. When the synthetic fiber is pressed, it fuses thereby stiffening the fabric and causing shrinkage.

## New AIL Field Representative



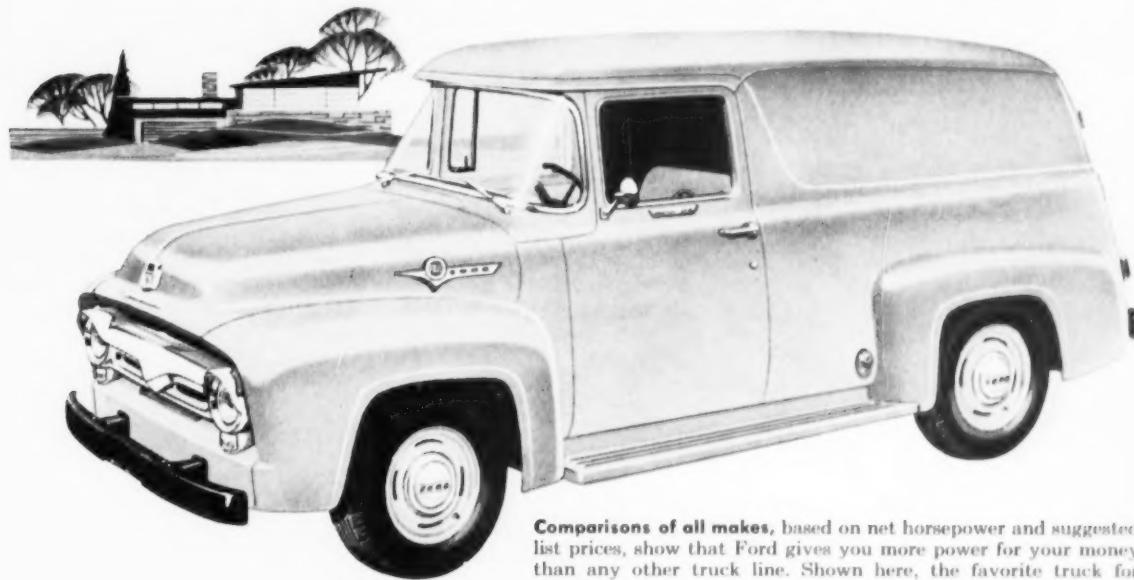
ROBERT C. STEVENSON

A new membership field representative, Robert C. Stevenson, has recently been added to the staff of the American Institute of Laundering. Mr. Stevenson brings with him 2½ years experience as a route salesman with the Richmond Home Laundry, Richmond, Ind. He was also employed as a salesman for the Provident Mutual Life Insurance Company.

As a field representative for AIL, Mr. Stevenson brings the national trade association to laundries throughout the country and explains the benefits of membership in the Institute, describes to members the services they may use and acts as a liaison between member laundries and the Institute.

# Powerful eyeful—new Ford Trucks for '56

With more horsepower per dollar than any other truck line



**Comparisons of all makes**, based on net horsepower and suggested list prices, show that Ford gives you more power for your money than any other truck line. Shown here, the favorite truck for Laundries and Cleaners—the new Ford F-100 Panel.

## America's Easiest-driving Truck ...with Fordomatic

*"It makes my job easier"—*

*"It saves me money"—*

SAY FORDOMATIC OWNERS



"We haven't spent \$5 for maintenance in over 2½ years," says Max Rapsey. "With conventional trucks you can't avoid shocks to the drive line. Fordomatic ends all that."

"Fordomatic sure makes my job easier," says Peter Gallette. "Shifting and clutching are a big part of the work of driving. With Fordomatic I've said goodbye to all that work."



**MOST USABLE POWER** (net horsepower) in its field, Y-8 or Six . . . new 167-h.p. Y-8 or new 133-h.p. Six.

**EXCLUSIVE SAFETY FEATURES**—Lifeguard steering wheel and door latches . . . safer tubeless tires standard.

**TOP CARRYING CAPACITY**—big 155.8 cu. ft. loadspace . . . up to 5,000 lbs. GVW.

Now—save time, work and money—with a new '56 Fordomatic Truck. *Fordomatic Drive eliminates 16 hand-and-foot operations at every traffic stop.* The driver uses up less energy driving the truck. He has *more energy for other parts of his job.*

**Fordomatic cuts road time.** It steps up getaway power. It makes the truck easier and safer to maneuver in traffic. **Fordomatic cuts maintenance costs.** No clutch means NO clutch repairs. It boosts trade-in value, too. Fordomatic can more than repay its moderate extra cost. Before you buy *any* truck, be sure to try a FORD Truck . . . with Fordomatic!

## Rhapsody in Belieu

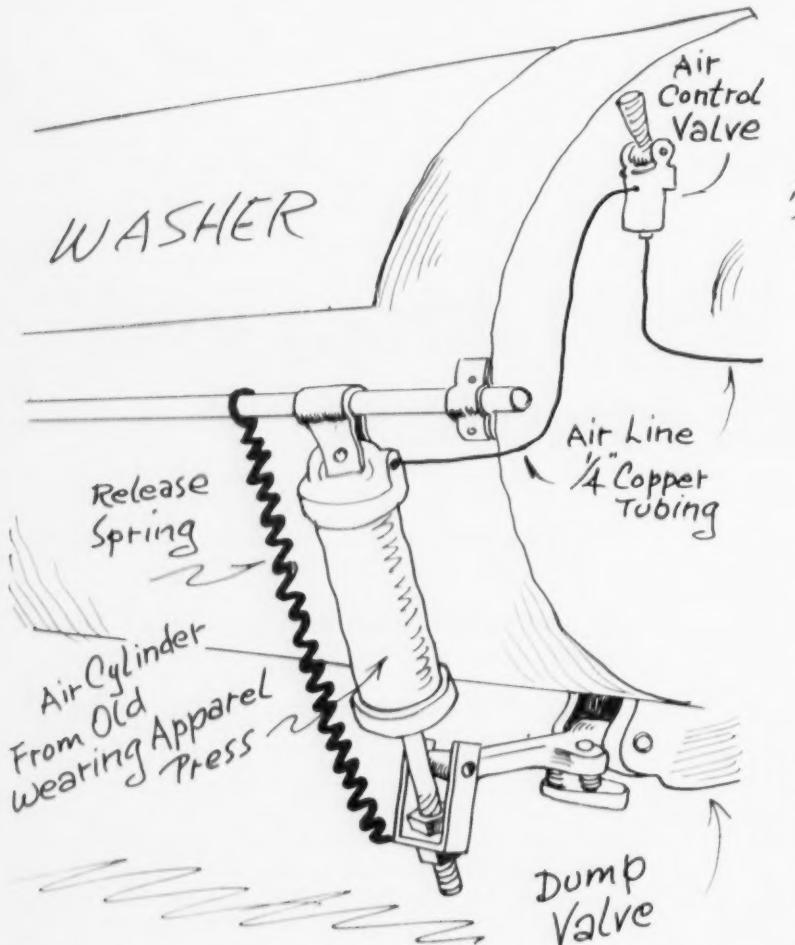
IT'S HARD TO BELIEVE, but even I suffer a twinge of conscience on occasion. This one is brought on by the fact that I had a wonderful dinner at a launderer's home one time and his charming wife mentioned she had a problem for me to solve. And . . . you know me! I assured her no problem was too tough for me.

Her problem concerned her much-prized decorative candles . . . the heat made them droopy, a problem

the manufacturers have been fighting since the things were invented. Now I've found a remedy . . . and forgotten the lady's name.

In order to get the word to the proper lady, will all you gentle readers tell your wives to simply give the things a coat or two of clear shellac. I'm told this will prevent room temperature and summer heat from affecting the candles. Also, it is claimed they burn more evenly and drip less.

a simple hinge on the end of the dump-valve foot lever. An air line leads to the top of the air cylinder from an air valve (also from a press) mounted at the side of the washer. A constant air pressure is always pressing against the dump valve and makes a good seal. A heavy-duty spring from the guard rail down to the foot lever helps to release the dump valve when the air valve at the side of the washer is operated. This spring, according to Mr. Sussman, is a most important part of the whole setup and mustn't be overlooked.

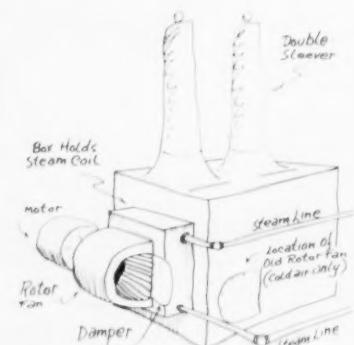


### Air Pressure Closes Valves

More and more launderers are using air pressure to keep the dump valves closed on their washers. They say it prevents a great deal of maintenance work and prevents leaks. In La Jolla, California, CleanCraft Laun-

dry has its washers fitted with discarded air cylinders off wearing apparel presses.

These air cylinders are fastened to the guard rail at the right side of the washers. The piston end is fitted to



### Hot Air for Sleever

Had quite a visit with Server Karr over at the Citizen's Laundry in Bakersfield. Server and his engineer, Guy Timmons, were very patient with me; my kindergarten questions didn't seem to bother them in the least.

Guy showed me how he had shortened the drying time on a double sleever in the shirt unit. He cut the time from 16 seconds to less than 10 seconds per shirt by mounting a motor and blower unit (from an old steam-air garment finisher) on the base of the sleever in place of the original blower.

To do this Guy cut an opening in the end of the base and set up a steam coil which he housed in with metal sides. He attached the garment-finisher motor and blower unit so it would blow through the steam coils. This way he gets heated air into the sleever instead of the cold air it got through the old rotor fan on the back of the sleever base. Claims fine results with it.

(Continued on page 50)

# laugh 'n learn



**Quality finishing** is impossible if nets and wash wheels are overloaded in the starching operation. The result is poor penetration, no uniformity, customer complaints.

Follow load instructions of equipment manufacturers accurately. By using care every step of the way—and Satinette Starch exclusively—leading laundries everywhere are getting better finishing, building bigger business.

Ask your Keever Sales-Service Man.

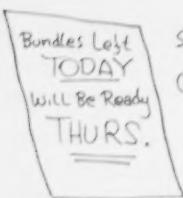
**THE KEEVER STARCH CO.**, Columbus 15, Ohio

Corn, wheat and other grain products for industry since 1898



*Reprints of this ad are available from your Keever Jobber.*

(Continued from page 48)



Cardboard  
Signs Covered  
With Cellophane

### Protection for Signs

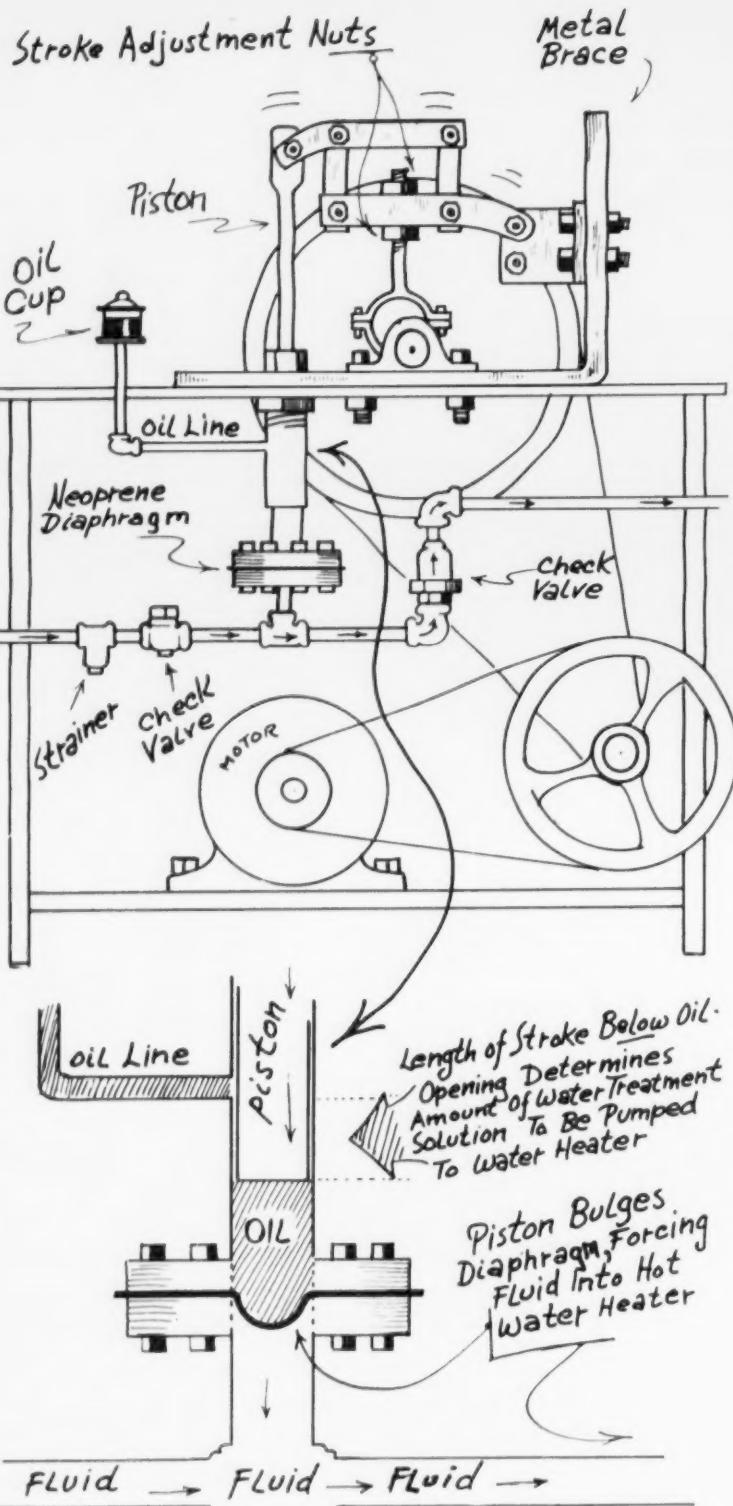
Finally got up to Bakersfield, California, to renew some old acquaintances. At "Stubby" Newman and John Logan's Sparkle Cleaners & Laundry I saw something you can all use to advantage. You know how quickly your cardboard signs in the front office get soiled and unsightly? John and Stubby cover all cardboard signs and such with clear cellophane. Just cover the front and use tape to hold the excess to the back of the card. If you want some very colorful effects, try colored cellophane on occasion.

### Pump Feeds Water Treatment

Here's one from the Citizen's Laundry that must have been a lot of fun for engineer Guy Timmons to concoct. It's a pump for feeding a water-treatment compound into the hot-water heater. It cost about \$12 for material, and a lot of work. Every piece was machined on the premises even to the little crankshaft, which was a trial-and-error procedure. Quite a gimmick by a fellow with no formal engineering training, and it really works. I still don't see how the pump makes the piston work up and down without side movement in the cylinder, but Guy assures me it works perfectly without wobble or wear. So, here it is, if you're real patient.

Don't ask what principle this little gem pump is based on. All I can understand about it is this here now piston forces oil down on a neoprene diaphragm which expands downward to force the water-treatment solution on into the water heater. Check valves in the solution line let the solution go in only one direction—to the water heater, the amount being determined by the length of the pump stroke. The pumping stroke is determined by the adjustment nuts on the rod above the crankshaft which is driven by motor-driven V-belts. Incidentally, these belts are loose enough so they can slip even if the pump gets jammed for any reason.

Oil from a little reservoir cup feeds into an opening in the side of the cylinder which you can see in the shaded area below the drawing of the entire unit. Young Timmons tells



me the length of the piston stroke below the oil hole in the cylinder is what determines the pressure on the neoprene diaphragm. Oil above the level of the oil hole is simply pushed

back up the oil line into the reservoir cup, and is not pushed down against the diaphragm. Oh, for heaven's sake, look at the drawing, men. (Continued on page 52)



Troy adds this



to  
flatwork ironing



**PRODUCTION UP 15 to 20%** - Troy's new, quality Speedline Ironer processes flatwork at 115 feet a minute . . . turns out 15 to 20% more flatwork per hour . . . at proportionately lower cost. This high speed is made possible by Speedline's 13 $\frac{1}{8}$ " rolls, greater chest area, and 125 pounds steam pressure. You'll find this feature only on Speedline.



**SILENT OPERATION** - thanks to Speedline's new *all-chain drive*. Noisy gears have been 100% eliminated. So Speedline runs quietly . . . and all-chain drive is exclusively Speedline's. Employees can turn out more work, suffer less fatigue . . . and work in greater safety too. For only the quality Speedline has a magnetic safety brake as standard equipment. When the motor is cut off, rolls stop dead without coasting.

Send for Bulletin YF-40-55 which explains Speedline's tapered roller bearings that need lubrication only once in 6 months, last years longer—and completely describes this new high-speed ironer. Also request "Pay-Off Calculator," to determine how soon labor cost savings will pay for new equipment.

**FREE CALCULATOR  
AND  
BULLETIN . . .  
MAIL COUPON**



**TROY LAUNDRY MACHINERY, Dept. SLJ-1155**  
Division of American Machine and Metals, Inc., East Moline, Illinois

Please send Bulletin on

Speedline Flatwork Ironer

\_\_\_\_\_ (State other type of laundry equipment)

Send "Pay-Off Calculator"

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ATTENTION OF MR. \_\_\_\_\_

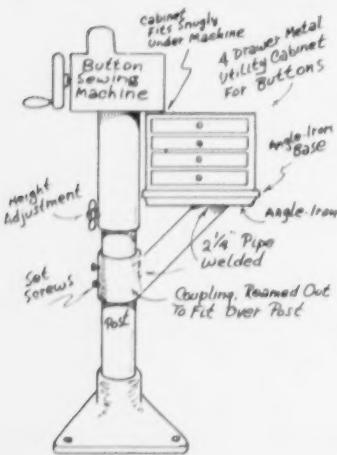
**Troy** LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

World's oldest builders of power laundry equipment

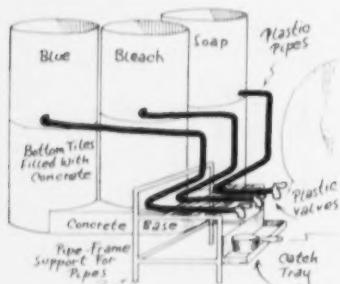
(Continued from page 50)



#### Handy Button Supply

Also from the Citizen's Laundry is a really swell way of keeping a supply of buttons handy to the button-sewing machine in your shirt department. A four-drawer metal utility cabinet is mounted to the side of the supporting post of the button-sewing machine. In this case it sits in a shallow base made of angle iron, with the top edge snugly up under the edge of the machine itself.

The angle-iron frame at the bottom of the cabinet is welded to two parallel pieces of heavier angle iron, which in turn are welded to a length of 2 1/4-inch pipe with the top cut at about a 45 degree angle for a good neat fit. The lower edge of this length of pipe is also cut at a 45 degree angle and is welded to a pipe coupling that has been reamed out to fit over the machine's supporting post. Two set-bolts on this coupling hold the cabinet at the desired position.



#### Sewer Tiles for Supplies

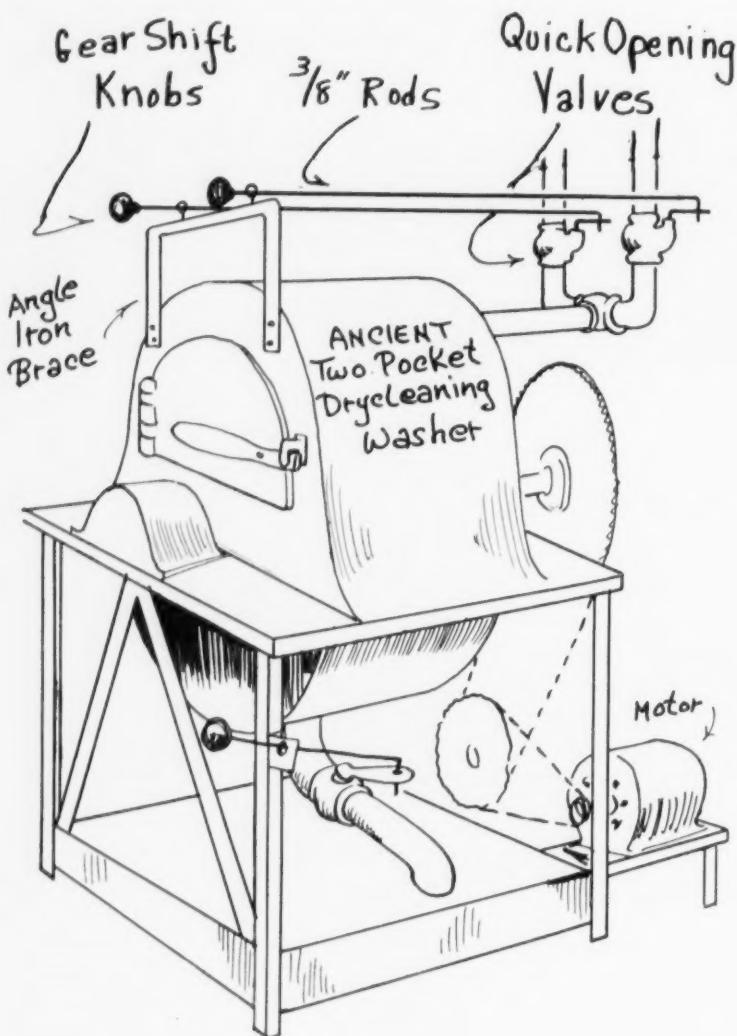
The use of sewer tile for holding liquid supplies in the washroom is nothing new, but the Family Service plant in Bakersfield has a little different setup. Behind the washers sits a battery of big (apparently 48-inch-

wide) sewer tiles, two tiles high. The lower tile is filled with concrete to serve as a base for the top ones, getting them high enough off the floor to afford a good use of gravity to aid the flow of supplies to the dispensing point.

Big plastic pipes with plastic valves and fittings carry the supplies from the tile containers. A pipe frame-

work supports the plastic pipes at the spot where the washman gets the supplies. The big tiles hold soap, blue and bleach.

A similar container used for starch is now unused since Family no longer starches in the wheel. To get an idea of the size of the tile—one tile holds three days' soap supplies for 10 machines.



#### Small-Job Washer

At the Family Service Laundry plant in Bakersfield, California, Mr. Ryerson has converted an ancient two-pocket drycleaning washer into a handy little washer for socks and silks, etc., in the laundry washroom. This little motor-driven job has been fitted out with quick-opening valves and is doing a good job. Controls for the

quick-opening water valves have been made handy for the washman by mounting an angle-iron brace to the front top edge of the washer to support the 3/8-inch rod control extensions. Automobile gear-shift knobs adorn the business ends of the control rods, as well as the rod leading to the quick-opening dump valve.

# Metso Detergents help routemen sell



Because Metso Detergents deliver the quality bundle—sparkling clean whites and bright colors week after week, satisfied customers stay with you. Your routemen also find that Metso washed bundles attract more new customers.

Count on Metso as an ally for increasing volume. Metso performance in the washwheel is uniform, dependable. Metso Detergents remove more stubborn dirt, prevent its re-deposition and deliver fresh, clean loads.

#### FOR ALL YOUR FORMULAS

Metso Granular Sodium Metasilicate Pentahydrate  
Metso Anhydrous Sodium Metasilicate Anhydrous  
Metso 99 Sodium Sesquisilicate Pentahydrate  
Metso 200 Sodium Orthosilicate Concentrated

- Stop at our booth #402, AIL Convention, Philadelphia, November 18-20, 1955.

**PHILADELPHIA QUARTZ COMPANY**  
1160 Public Ledger Bldg., Philadelphia 6, Pa.



November 15, 1955

**Metso Detergents**  
PQ SOLUBLE SILICATES

Trademarks Reg. U. S. Pat. Off.

#### Associates:

Philadelphia Quartz Co. of Calif.  
Berkeley & Los Angeles, Calif., Tacoma, Wash.;  
National Silicates Limited, Toronto, Canada



## Laundry News Notes



PRINCE GEORGE, B. C., CANADA—New equipment has been installed in Superior Laundry and Cleaners, Ltd., owned and operated by Norm Heighington.

ABERDEEN, WASH.—City Hand Laundry, 413 E. Heron St., has been sold by Mr. and Mrs. Louis Hagen to Mr. and Mrs. Floyd L. Clardy, owners and operators of Royal Cleaners.

EDMONTON, ALTA., CANADA—Alberta Launderers and Dry Cleaners has opened a branch in the Westmount Shoppers' Park Center. The firm, with its main plant at 142nd St. and 109th Ave., operates two other branches in Edmonton.



MILLVILLE, N. J.—Superior Laundry, Fulton St., has been purchased by Warren Hoff, Arthur Tomasso and Lewis Cresci from Royston Engle and Howard

Dudley. Messrs. Hoff and Tomasso currently own and operate New System Laundry in Vineland. In addition to Superior, they are also purchasing Crystal Laundry in Bridgeton.

NEW YORK, N. Y.—A testimonial dinner was held at the Plaza Hotel recently in honor of Murray Cohen, president of Consolidated Laundries Corp. The affair was the highlight of the 1955 effort of the Laundry Division of the Joint Defense Appeal. On behalf of JDA, David Bluestone, Bluestone and Mesibov, presented Mr. Cohen with a plaque "for his outstanding services to the industry and to the community."

OTTAWA, ONT., CANADA—Lyle Blackwell Ltd. will build a new laundry plant following sale of the company's property at 950 Gladstone Ave., it has been announced. The new plant will be on Campbell Ave.

SUNBURY, PA.—Jack Dober is the new general manager of Merit Laundry and Dry Cleaning Co., since the sale of the firm to MacIntosh Associates of Allentown. MacIntosh Associates has laundry interests in Allentown, Wilkes-Barre and Reading.

LACHUTE, P. Q., CANADA—Charlie Fung has moved his Main St. laundry to new quarters on Foundry St.

PAWTUCKET, R. I.—Fire of unknown origin did heavy damage at Home Family Laundry, 49 Hughes Ave., recently.



BELOIT, WIS.—New equipment has been installed in Normington's. Frank R. Normington is the owner.

PARIS, ILL.—Mr. and Mrs. Ross Eaton have opened Kwik Kleen Laundry, 319 E. Edgar St. All new equipment has been installed.

WARRENTON, MO.—Mrs. H. D. Shuck has purchased the Warrenton Automatic Laundry from Mr. and Mrs. A. E. Wild.

CISNE, ILL.—Randall Christy has opened a new help-yourself laundry on Cisne Square. Mr. Christy is the operator of Cisne Cleaners.

CHICAGO, ILL.—Jack Quigley, president of the Linen Supply Association of America, spoke at a meeting of the Ohio Towel & Linen Service Institute in Cincinnati on October 12. As-

## LAUNDRY BUSINESS TRENDS

### New York

Aug. 6—2.6% more than last year  
 Aug. 13—5.6% more than last year  
 three weeks ended  
 Sept. 3—5.6% more than last year  
 four weeks ended  
 Oct. 1—2.0% more than last year

M. R. Weiser & Co., New York

### New Jersey

Aug. 6—1.5% less than last year  
 Aug. 13—2.1% more than last year  
 three weeks ended  
 Sept. 3—1.8% more than last year  
 four weeks ended  
 Oct. 1—0.6% more than last year

M. R. Weiser & Co., New York

### New England

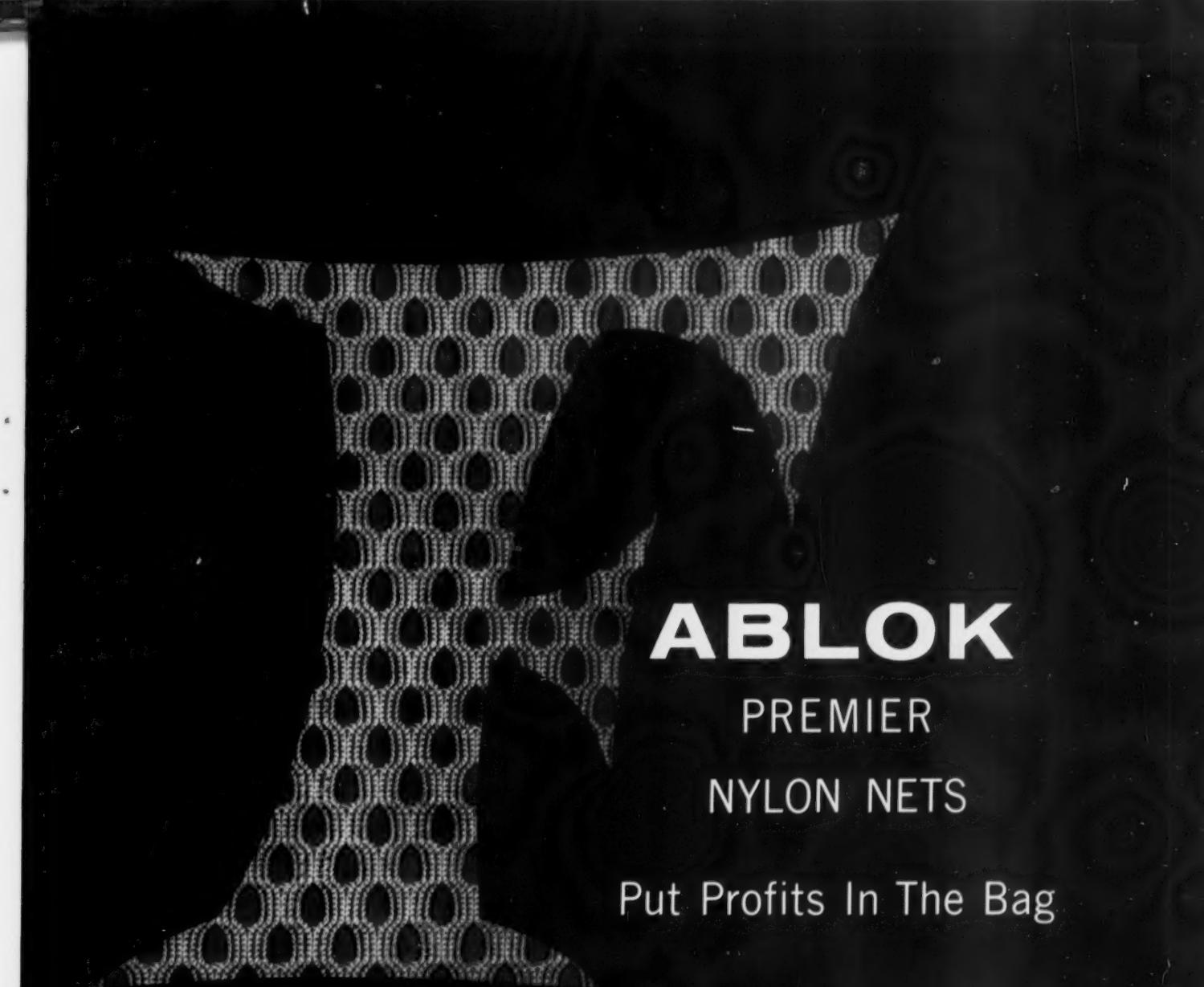
Aug. 6—6.8% more than last year  
 Aug. 13—5.3% more than last year  
 Aug. 20—4.1% more than last year  
 Aug. 27—12.2% more than last year  
 Sept. 3—8.3% more than last year  
 Sept. 10—6.5% more than last year  
 Sept. 17—2.6% more than last year  
 Sept. 24—3.3% more than last year  
 Oct. 1—4.2% more than last year

Carruthers & Co., Boston

### Southeast

July—13% more than last year  
 Aug.—15% more than last year

J. R. Wilson & Co., Atlanta



# ABLOK PREMIER NYLON NETS

Put Profits In The Bag

**FINEST WASHING** . . . scientific hole size . . . clothes stay in, dirt flows out

**GREATEST WASH LOAD** . . . oversized net . . . compensates for shrinkage

**LONGEST NET LIFE** . . . heat treated . . . makes nylon tougher . . . lock-knitted . . . no run, no ravel

**QUICKEST CLASSIFICATION** . . . 10 colors

**SPECIAL FEATURES TO FIT YOUR NEEDS** . . . grommets, zipper closures, suspension tapes, etc.

See for yourself why so many laundries prefer

FABLOK. We'll be glad to send you a sample

FABLOK Premier Nylon net FREE—and

the name of your exclusive FABLOK distributor



**FABLOK MILLS, INC.**

46 Cordier Street

Irvington, New Jersey

for a **PROFITABLE 1956**



## **ACTION EXHIBITS**

for A.I.L.'s Convention-Exhibit

**PHILADELPHIA, NOV. 18, 19 & 20, 1955**  
12 noon to 6 P.M. daily

Over 200 manufacturers and distributors will be exhibiting! You'll see the latest equipment — both for city and suburban plants — and much of it will be in actual operation. Major supply, affiliated and auxiliary products will also be displayed. Everywhere you'll find automatic handling, labor-saving and cost-cutting items. No miles of walking and cumbersome stairs or ramps to climb at Philadelphia's well-ventilated and well-lighted Convention Hall — all 50,000 square feet of exhibits will be on one level, with lounges and restaurant for your convenience.



## **PROGRAM**

for A.I.L.'s Convention-Exhibit

**Philadelphia, Nov. 17-20, 1955**

A real power-packed program is in store for you! Panel discussions of production, office methods, management, and sales and advertising will help you keep your cash register ringing. Meetings promise to abound in interest-saturated ideas, and they are planned for mornings to leave afternoons free for visiting exhibits. There'll be films and a skit, too. You'll want to attend each of these vital, hard-hitting sessions!

## **FUN**

at A.I.L.'s Convention-Exhibit

**Social:** Friendly camaraderie with other industry leaders — meet new friends and renew old acquaintances! Reception, coffee breaks, annual floor show and dance, and perhaps a touch of Philadelphia's famous night life.

**Historic:** Philadelphia is clothed with historic significance — you'll see Independence Hall, Betsy Ross' home and the Christ Church. Valley Forge tours on the "Main Line" are planned for the ladies.

**Scenic:** A beautiful city in a beautiful setting — just waiting for camera fans! Bring the family for an "American Heritage" vacation — you'll thrill to the city where our freedom was born.



**A.I.L.'s 68th Annual Convention-Exhibit**

sociation secretary Samuel B. Shapiro met with members in Denver and Los Angeles, and also attended the New England Linen Supply Association meeting in Rockland, Maine. Director of public relations Paul Herr met with members in Kansas City, Omaha, Portland and Seattle.

LANSING, MICH.—Bids for construction of a laundry building at the Mt. Pleasant Home and Training School have been approved by the state administrative board.

COLUMBUS, OHIO.—Incorporation of Columbus Overall Laundry, 647 W. Mound St., has been announced by Al Shade, president and general manager. Incorporators besides Mr. Shade include Richard Ueltschy, vice-president, and George Brewer, secretary-treasurer.

WAUKEGAN, ILL.—A building permit for construction of a self-service laundry to be located at 2202 Grand Ave. has been issued to Mrs. George Jenkinson.

SULLIVAN, MO.—Mr. and Mrs. Ed Mathias have rented property in the Benson Bldg., where they plan to open a laundry.

KANKAKEE, ILL.—Snowite Laundry and Dry Cleaners, 430 S. Schuyler Ave., has been sold to Michael P. McCormick, Sr., by Ben and Casper Jaffe. Two of Mr. McCormick's children, Donald and Michael, Jr., will be associated in the business with him.



CORONA, CALIF.—Mr. and Mrs. Bob Norton have purchased Circle City Laundry and Dry Cleaners at 515 E. Sixth St.

ASPERMONT, TEX.—New equipment has been installed in South Side Laundry by Mr. and Mrs. J. L. Ethridge.

PUEBLO, COLO.—R. E. Krueger, operator of Selv-Serve Laundry, 625 S. Main, has opened Arapahoe Launderette in the new Arapahoe Shopping Center.

CORPUS CHRISTI, TEX.—A new substation has been opened by Oriental Laundry & Cleaners, Inc., in the new Lamar Park Shopping Center. A. C. Skinner, Jr., and his brother, Floyd, are owners of the firm, with headquarters at 1236 S. Staples.

HOTCHKISS, COLO.—Mr. and Mrs. Everett Ross have purchased Help-Your-Self Laundry.

CLARENCE, TEX.—Mrs. W. K. Wade has sold White Way Laundry to Mr. and Mrs. B. F. Crawford.

DENVER, COLO.—Denver Laundry and Dry Cleaning, 810 W. Eighth Ave., has opened a branch at 1477 Kipling in Lakewood.

ALTURAS, CALIF.—Floyd Farnham has opened a self-service laundry in the Masonic Bldg.

STILLWATER, OKLA.—Victor Schafer has purchased Pendleton Laundry, 1601 S. Perkins Rd.

LAS VEGAS, NEV.—An addition is under construction at American Linen Supply Co., First and Coolidge Sts., it was announced by Olive Gardner, general manager.

BERKELEY, CALIF.—Leo Fahmie has opened Leo's Launderette, 1819 S. Lano Ave.

GREENVILLE, TEX.—A new shirt finishing machine has been installed in

**ULTRA-LITE**  
*The Fluorescent Sour*

**to make whites**

**ULTRA WHITE, to make colors ULTRA BRIGHT**

**SAVES BLEACH** Reduce the amount of bleach one-third, giving fabrics longer life.

**SAVES BLUE** Blueing can be completely eliminated when you use ULTRA-LITE.

**SAVES WATER** The high water level in the blueing operation is now unnecessary.

**SAVES TIME** At least 5 minutes running time from every load.

Consult your Keever Sales-Service Man

**THE KEEVER STARCH COMPANY**  
COLUMBUS 15, OHIO

White Star Laundry and Dry Cleaners, 2705 Stonewall St., by Mr. and Mrs. Ed Callahan, owners.

LAWNDALE, CALIF. — Automatic Laundry, 16426 Hawthorne Blvd., has been opened by Mr. and Mrs. Frank Niesen.

GRAHAM, TEX.—A grand opening was held recently at Fourth Street Laundry, located on E. Fourth St., according to E. O. Purselley, owner.

PHOENIX, ARIZ.—New drycleaning equipment has been installed in Palms Laundry & Cleaners, 4105 S. Central.

HOLLYWOOD, CALIF.—Notice has been filed of the intended sale of Hollywood-Gower Laundromat, 6045 Hollywood Blvd., by L. A. McDonald to Charles and Ruth Arnsud.

HOBBS, N. M.—Turner's Laundry and Dry Cleaning, 307 E. Main, owned by R. A. Turner, has been redecorated and partially rebuilt.

ROCKPORT, TEX.—Mr. and Mrs. Charles Waggoner plan to open a new laundry, to be known as Speedy-Wee-Wash. The Waggoners intend to install the newest and most modern equipment.

SAN GABRIEL, CALIF.—Mrs. William M. Beasley and her mother, Mrs. M. Creighton, have taken over the ownership and operation of Village Laundrette, 229 W. Fairview.

LIMON, COLO.—Sunshine Laundry, owned by Vandie Richie, has been leased by Mrs. Thelma Warren. The laundry was formerly operated under lease by Mr. and Mrs. Claude Easley.

HOUSTON, TEX.—The controlling interest of the Ineeda Laundry & Cleaning Co., 720 Smith at Rusk, has been sold by Mrs. Hazel B. Fittger, widow of Arthur J. Fittger, former president. Mrs. Fittger sold out to the stockholders of the company consisting of M. E. Barry, C. P. Dorough, A. C. Dowlearn, H. A. and E. C. Dworsky, H. C. Brown, J. R. Sawyer and H. M. Whitney.

MUENSTER, TEX.—Mr. and Mrs. Paul Brewer are the new owners of Huchtons Laundry. The former operator was Mrs. O. J. Huchtons.

## New cover combination offers smoother finish, longer life

# R/M REVOLITE®



To enable you to get finer flat work ironing than ever before—without any sacrifice of life—Raybestos-Manhattan offers you a new cover combination system. For your feed rolls—standard R/M REVOLITE #7 Covers to iron out wrinkles. For your delivery rolls—the new fine-textured R/M REVOLITE #94 Covers to put on an extra-smooth finish.

R/M REVOLITE Roll Covers, the leading choice of institutional and commercial laundries, are backed by a written guarantee and serviced by a nation-wide organization of factory-trained specialists. With them you can count on fewer stoppages and changeovers, faster ironing speeds. Write today for full details.

*REVOLITE joined the R/M family in May*



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Brake Blocks • Clutch Fittings • Fan Belts • Radiator Hose • Rubber  
Covered Equipment • Industrial Rubber, Engineered Plastic and Sintered Metal  
Products • Abrasive and Diamond Wheels • Bowling Balls



MORGANTON, N. C.—The North Carolina Association of Institutional Laundry Managers held a meeting at the North Carolina School for the Deaf recently. J. B. Yelverton of the University of North Carolina, Chapel Hill, is president of the group.

ROANOKE, VA.—Roanoke Steam Laundry, Inc., 413-417 Salem Ave., S.W., has been given a permit to construct a new building at 3398 Shenandoah Ave., N.W. Mrs. Florence M. Jones is president and treasurer.

TAMPA, FLA.—Joe Fernandez of the South West Florida TB Hospital was elected president of the Florida Institutional Laundry Managers Association at a recent meeting held at the South Florida Baptist Hospital. Other new officers include Joe Rumore, St. Frances Hospital, Miami Beach, vice-president; Rose Scott, St. Joseph's Hospital, Tampa, secretary, and Henry Rowland, St. Anthony's Hospital, St. Petersburg, treasurer.

MEMPHIS, TENN.—Loeb's Laundry has opened a branch at 1314 Poplar near Cleveland. This is the firm's eighth outlet in the city and a ninth is planned.

HARTFORD, KY.—Quality Laundry has been sold by Joe Rowan to Cecil Daniels and his son, Lowell.



Dow sodium orthosilicate cleaning compound,  
a highly alkaline soap builder, can help you

## GET WORK CLOTHES CLEANER



As a soap builder for linen supply and overall laundry, Dow sodium orthosilicate cleaning compound is unsurpassed. When Dow sodium orthosilicate goes to work in the wheel on extra-dirty clothes, it suspends insoluble soil and keeps it from being redeposited on the clean pieces.

Its high alkalinity neutralizes soil acidity and saponifies fats and oils so effectively that it is often used alone on the break to remove the heaviest soil before the soap solution is added.

The high efficiency of Dow sodium orthosilicate makes it your most economical soap builder—reduces your soap requirements without sacrificing quality. And Dow sodium orthosilicate is easily rinsed from the clothes to leave them fresh and clean.

Use the cleaning compound that brings more satisfied customers and saves you money, too. Call the nearest Dow sales office for the name of your Dow sodium orthosilicate distributor, or write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. AL 3641-2.

*you can depend on DOW CHEMICALS*



# America has homework to do!



THERE'S PROBABLY a lot about your town that makes you want to brag a bit about it.

But there's one thing you *can't* be proud of. And it's a shame you share with just about every other community in America.

The homes where far too many people live are a disgrace. Slums, semi-slums, housing blight are with you. Fixing them up is the homework to be done.

If your town is like most in the U. S., here's what the figures show: 1 out of every 10 homes are rock-bottom slums. Nearly one-half urgently need basic repairs.

But slums are something that is happening on the other side of town, you may say. The problem isn't mine.

## Slums are YOUR homework

Distance is no barrier against the threat and cost of housing blight.

Your taxes go up because it takes more money for your town to fight the diseases and delinquency and poverty spawned in the slums. The security of your family goes down because the slum is the natural parent of crime.

## Where your business comes in

Every firm has a responsibility toward the town where it's located. Part of it is to support community improvements as any other good citizen would.

Some slums are beyond repair. They must be torn

down and a fresh start made. Others can be made to conform to accepted living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Civic and individual groups must have business backing . . . *your* firm's backing if they are to succeed.

## Follow the course of Action!

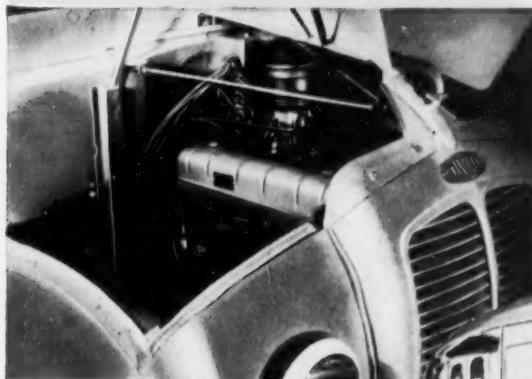
A group of Americans from every walk of life has joined together in a non-profit organization to combat home and community deterioration, A.C.T.I.O.N., the American Council To Improve Our Neighborhoods.

Send today for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods

# MORE POWER MORE PAYLOAD



*This great new 113 H.P. Super Six engine, with its heavy duty 4-speed synchro-mesh transmission, packs the speed and power to cover your longest routes — in a hurry. Seven main bearings, overhead valves and a special type of carburetion are but a few of the features that make this a standout power plant — for performance, for gasoline economy, for traditional Divco durability.*

**Higher, Wider  
and Longer on  
The Inside ...**

without any increase in outside dimensions. That's the story of this, the biggest capacity retail body ever built on a Divco 115" wheelbase. It means bigger payloads, better load distribution and easier load workability. A bigger rear door opening will cut cargo handling time.

In addition, this new all steel body provides maximum resistance to corrosion. Because of its unique exposed post construction it can be easily repaired and readily lends itself to more complete and proper insulation.

This is truly the retail delivery truck of the future. It reflects all the skill and craftsmanship that has made Divco the leader in the multi-stop truck field. For the full story on its increased power and payload capacity call the Divco Dealer in your area today.



*This body design is available on all Divco 115" wheelbase Trucks. The new Super Six engine will be optional on all Divco Series 3 Trucks.*

# DIVCO TRUCKS

DIVCO CORPORATION • DETROIT 5, MICHIGAN

## Supervisor's Check Lists

Check lists make a supervisor's job easier because they make his duties almost automatic, according to Dennis Lunsford, manager of the Carolina Cleaners & Laundry in Kinston, North Carolina. He uses check lists for his daily inspection tours of the plant.

A legal-size mimeographed sheet lists all the departments in the plant. Under each department are set all the points he wishes to check regularly, plus two lines for general remarks. There is also space to indicate the time the check was made.

Under "Laundry Washroom," for instance, he has listed: "titration; cleanliness of room; use of supplies; condition of equipment; temperature of water (hot and split)."

This check list permits Mr. Lunsford to interrupt his daily inspection at any time, or as many times as is necessary. Yet it prevents him from overlooking departments or overlapping inspections. And it makes it possible to start his inspections at any point desired. Completed, it serves as a reminder when he wants to discuss conditions with a department foreman. The record then pins down the time and the facts under discussion.

Mr. Lunsford considers these supervisor's check lists second in importance only to good accounting records.

### PLANT MANAGER'S DAILY REPORT

#### LAUNDRY MARKING DEPARTMENT

##### Time

Check on Procedure  
Cleanliness  
Condition of Equipment

##### Remarks

#### LAUNDRY WASHROOM

##### Time

Titration of Washroom  
Cleanliness of Washroom  
Use of Washroom Supplies  
Condition of Equipment

Temperature of Water      Hot      Split

##### Remarks

#### STARCH DEPARTMENT

##### Time

Cleanliness  
Use of Supplies  
Condition of Equipment

##### Remarks

#### STARCH FINISHING DEPARTMENT

##### Time

Cleanliness  
Quality  
Condition of Equipment and Padding

##### Remarks

#### SHIRT UNITS

##### Time

Cleanliness  
Quality  
Condition of Equipment and Padding

##### Remarks

#### LAUNDRY CHECK DEPARTMENT

##### Time

Errors  
Quality  
Wrapped Bundle

#### DRYCLEANING MARKING

##### Time

Cleanliness  
Methods

#### DRYCLEANING ROOM

##### Time

% of Charge  
Fatty Acid  
Temperature      I      Time      II      Time      III

Time      IV      Time      V      Time      VI

Time  
Wheel's Record

##### Remarks

#### FINISHING AND CHECKING

##### Time

Pressing  
Inspector  
Checkers  
Bagger

##### Remarks

## Match-Book Advertising Awards

City Laundering Company of Oelwein, Iowa, with a match book promoting water-repellent service, has been voted the "Joshua" award for the most distinguished use of match-book advertising in the laundry and drycleaning field in 1955. The award was announced by Charles Furcolow, director of the Match Industry Information Bureau.

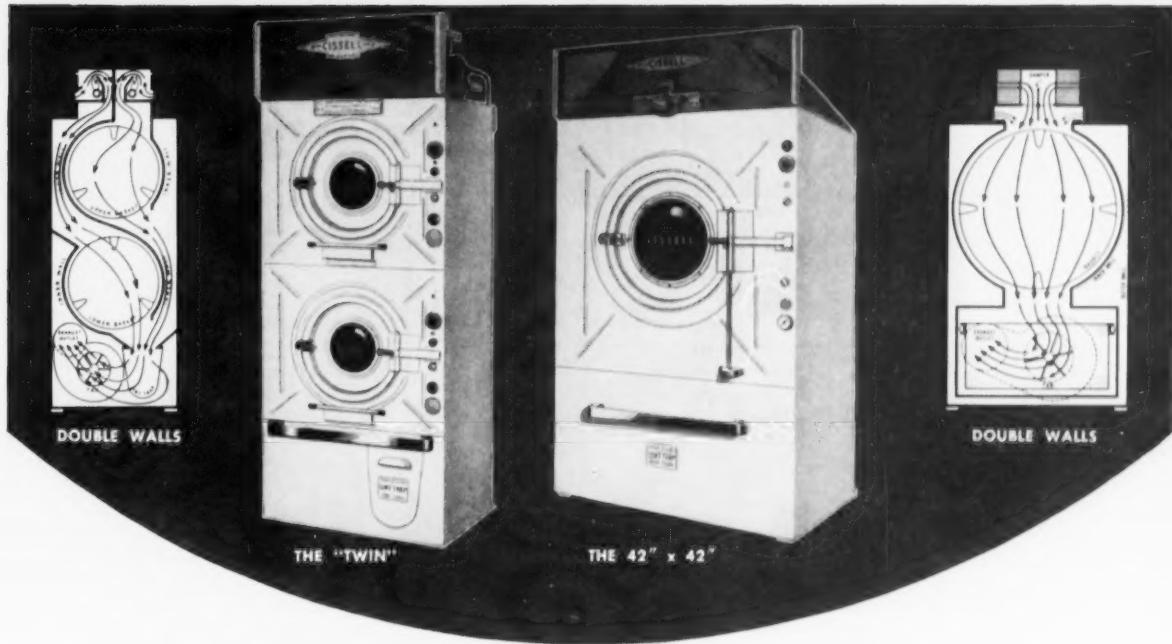
G. R. Wetlaufer, manager, was responsible for the advertising program that won the award. The front cover of the match book showed a flower-decked horse with the message, "Mister, you may look like a thoroughbred in front . . ." The rear showed an elephant, from the aft position, with the tag line, ". . . but how's the view from the rear?" The inside was devoted to strong copy about the water-repellent treatment. The match books are distributed in the pockets of garments returned after cleaning.

An award certificate also was voted by the judges to

Royal Cleaners Laundry, DePere, Wis., for the idea of operator Donald Butz. The Royal match books, imprinted in five colors, were distributed in a "color of the day" program, in which persons calling for pick-up service could obtain a discount if they guessed the color of the day's match book.

## New Standards for Industry

The American Standards Association has approved the initiation of a project to establish performance requirements for cleaning and maintenance materials applicable to 19 end-uses. Included among these end-uses are on-location carpet cleaning and upholstery cleaning.



## CISSELL TUMBLERS

have the rugged construction you need

Take a good look at Cissell Tumblers. Note the double walls that reduce heat losses . . . add strength for rough, day-after-day use. Examine the no-sag basket . . . the extra large shaft. Check the big exhaust fan and duct . . . remember they combine to supply a large volume of air that you'll need for FAST DRYING AND DEODORIZATION. Ever see so many features for durability and ease of operation? It's no wonder Cissell Tumblers are the talk of the industry!



### CISSELL GEAR REDUCER

Built in Cissell factory for precision control of each part. Equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. (Change oil only once a year.) QUIET, LONG-LIFE OPERATION. No chains or noisy moving parts.

CISSELL LAUNDRY TUMBLERS: Double Basket "Twin" — Single Basket 36"x18", 36"x30", 42"x42".  
 CISSELL DRY CLEANING TUMBLERS: Single Basket 36"x18", 36"x30", 42"x42".

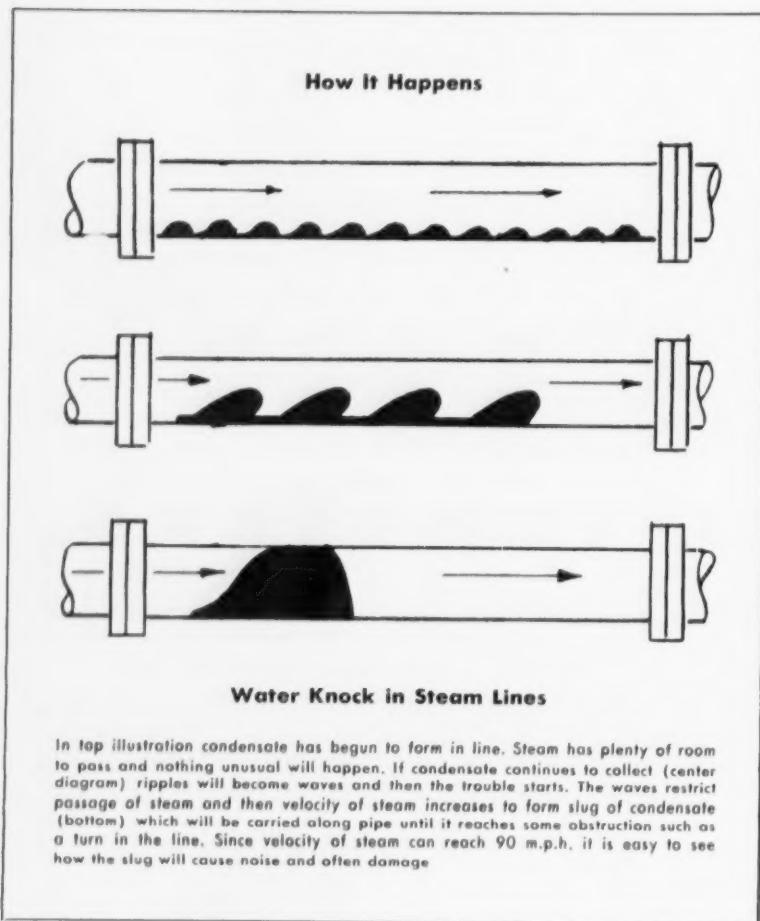


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## Engineering Section



# How To Stop Water Hammer

By JOSEPH C. McCABE

CLANGING PIPE LINES are annoying at best and damaging at worst. Water hammer is hard on the ear drums. And there are instances on record to indicate that the hammering has sufficient power to rupture pipes. In order to correct this condition it is first necessary to understand the cause.

There are two situations that create water hammer:

1. In liquid-filled pipes, the hammer is caused by sudden changes in velocity or pressure of the liquid.
2. In steam lines, the hammer develops as a result of water condensing and lying in the bottom of the pipe.

These causes are explained further below and specific remedies suggested to eliminate them.

### Liquid-line problems

Valves and pumps that start (or stop) the flow of liquid suddenly create water hammer. A pressure wave begins with the speed of sound and may travel to the water main and return, repeating this cycle until the energy has been dissipated or relieved.

The obvious way to control this problem is to perfect a faucet that cannot be quickly closed in its final or effective closure. Many valves close slowly for about 85 percent of valve movement. The balance of movement then controls the effective portion of valve closure, effective because of the great resistance to flow suddenly established. But the trend is toward quick-closing valves, and laundry machines often have valves that close with only a one-quarter turn. The next best bet, then, is to protect these valves with some type of shock absorber.

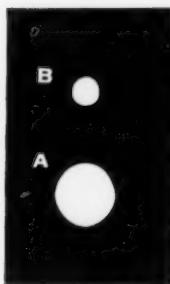
**The Common Air Chamber:** Many devices and methods have been developed through the years in an attempt to find something of equal or greater effectiveness than that obtained with the common air chamber maintained with the correct amount of air. The magnitude of pressure rise is reduced with this device when the pressure wave advancing upstream causes some of the water to enter the air chamber.

During the pressure wave rise, most of the kinetic energy is stored in the air chamber by compression of its contained air. This energy returns to the water in the pipe after the peak of maximum pressure has passed. It sets up a new but lower velocity in the pipe in the opposite direction. In the entire process, energy is lost by conversion to heat in the air chamber and pipe line through air compression and by friction to flow in both the pipe and the restricted passages to the air chamber.

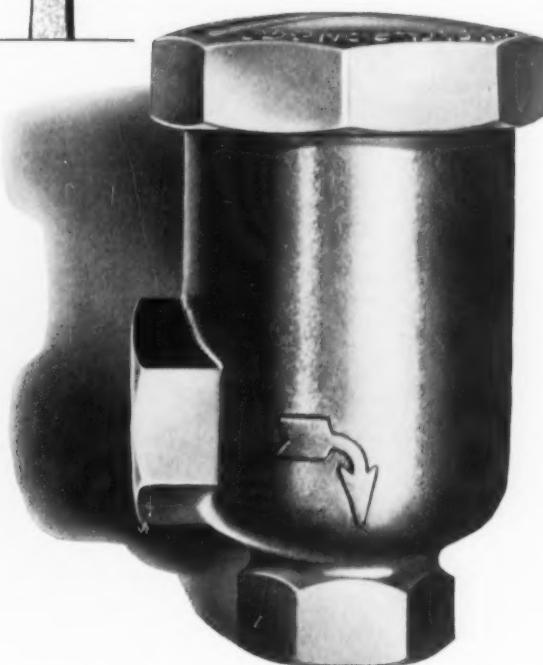
Ordinary relief valves are sometimes used for this purpose but such action is relatively slow compared to pressure rise. They may be subject to wear and in many cases require a drain pipe, which is expensive and difficult to run. Surge tanks are expensive and apt to waste water

TALK ABOUT

# Capacity



Discharge orifice of 1" NICHOLSON trap (A) compared with other types of same size (B). Nicholson's greater—in every size!



Compare capacity of a Nicholson Steam Trap with any other trap of same size. Greater capacity—right across the board—means Nicholson Industrial Traps discharge condensate and air from steam lines and process equipment *faster*, more effectively. In toughest washing and ironing service, Nicholson's pay off 4 ways:

- lower initial cost—more for the money
- less upkeep expense—minor maintenance
- faster warmup—high, even temperatures
- faster production—increased 20% to 30%

Where performance counts, specify Nicholson. Write for *Catalog 953*.

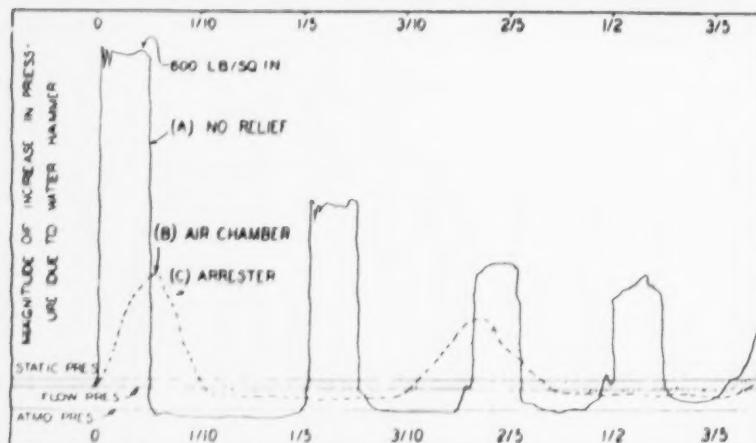


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## Time in Seconds After Closure of Quick Acting Valve on Test Pipe



Typical water hammer pressure diagrams show effectiveness of shock absorbers in reducing pressure

through the overflow pipe. Certain other devices require considerable maintenance and have not proved entirely satisfactory. So in the last analysis the air chamber does the best job. But it is not without faults.

Space required for an adequate air chamber is not always available, especially on concealed piping. Petcocks on the chambers are apt to leak. And there is a waste of time and water in draining piping systems to replenish the air in air chambers—a chore which has to be performed frequently.

**Operating Experience:** As a rule, the air in the chamber is replenished at atmospheric pressure. As the piping system is refilled, this air is compressed by the static pressure in the system. Even when the air is replaced under these conditions, it will expand an appreciable amount whenever a valve is opened and the pressure drops to flow pressure. Each time this occurs, a part of the air in the chamber is lost to the system, as it is also from repeated shocks, and by mixture with an absorption by the water as it literally boils under such shocks.

Under certain conditions, a water-logged air chamber may even intensify the magnitude of water hammer. There are other conditions where an air chamber cannot be safely used, e.g., with explosive liquids.

An arrester installed on the street side of a water meter will protect the meter and the piping system from any water hammer that originates from causes outside of the building. There may be pressure surges in the outside main due to hydrant closure, water works pumps, or shock originating in connected piping of adjacent buildings. To protect the meter from water hammer in the same building, a sec-

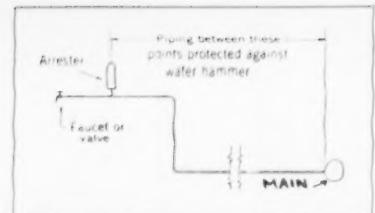
ond arrester is required, this for installation on the building side of the meter.

**Types of Shock Absorbers:** To obtain the advantages of the ordinary air chamber and at the same time eliminate its disadvantages, a number of special devices such as a mechanical-pneumatic arrester or sealed air chamber have been marketed. Air is sealed up in the bellows in one such device, to prevent air-water contact with resulting loss of air. This provides a permanent air cushion, one that cannot become water-logged.

Energy is absorbed in pipe friction, compression of the air, flexing of the bellows and by turbulence and eddy losses of water flow through small clearances around the bellows. The effect of the pressure rise is similar to that produced by slow closure of a valve. After the maximum pressure peak occurs, the energy stored by air compression is slowly returned back to the water in the pipe, creating a new velocity, less than the original and in the opposite direction.

This sealed air chamber is made in five sizes, the largest for 2-inch pipe. Should extreme conditions require the use of more than one unit, they may be used either in parallel or in series.

Another manufacturer has developed a surge suppressor in sizes from 2-inch to 24-inch, inclusive, for application to pumps. Reverse water flow following power interruption to the pump prime mover is by-passed around the closed check valve to a suction well. The unit is electrically operated so that power failure initiates opening of the discharge valve in anticipation of any surge condition. Mechanical failure of a shaft or coupling causes the discharge valve to



The closer the arrester or shock absorber is located with respect to the valve, the safer the piping will be

open and the motor to stop. Where the drive is by gasoline engine or steam turbine, the surge suppressor may be either electrically or pressure controlled.

Still another supplier has adapted the rubber-pipe approach to eliminate noise and vibration around pumps. It consists of specially compounded rubber pipes as flexible connections between the metal pipe lines and the pumps.

**Automatic Replacement of Air:** There is one rather special development that goes back to the principle of an air chamber when maintained full of air. It is a small inexpensive device for attachment to water pressure tanks to automatically maintain a proper balance between the air and water in the tank. It is suited to horizontal and vertical tanks of various capacities and to all types of pumps or water systems.

Water under pressure tends to absorb more air than otherwise. Due to this and other action, a tank eventually becomes water-logged to the extent that its remaining small air cushion loses its spring effect, thus causing the pump to start almost as soon as a faucet is opened.

As the pump begins to operate under water-logging conditions, pressure at the pump inlet drops below tank pressure. This device makes use of this difference in pressure and employs it to cause water to flow under the higher pressure through an aspirator. The velocity of flow through the restricted portion of the aspirator causes a lower pressure to develop at that point and the suction draws in air through an inlet valve. When this air replaces the water in the attachment, it causes the float valve to lower and closes the bottom opening of the attachment, thus preventing loss of prime by air at the pump.

When the pump finally shuts off, pressures and water levels equalize, so that the air stored in the device is pushed out into the tank. When sufficient air is added to the tank, the aspirator no longer draws in air be-

# Time is COST! Labor is COST!

## cut both with... NORMAN CONTROLS

### NORCO WIZARD

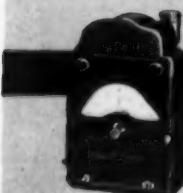
Ideal for the big plant with heavy poundage schedules, this fully automatic timer is designed to control five to six washing formulas from a 300 minute pre-set formula roll. The remarkable Norco Wizard, in addition to standard operations, controls water temperature, 2 steam temperatures, and four water levels.

Designed for use with automatic supply systems, the Wizard has been tested, approved and most loudly applauded in many of the nation's largest laundry plants.



### NORMAN DIAL-O-TIMER

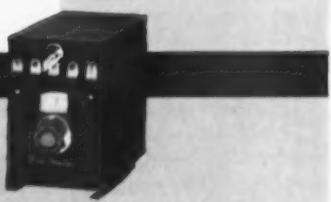
A precise and highly simplified low cost mechanism for controlling time and water outlet valve. You just set the control and the dial tells you what operation is in progress—indicates the operation coming up.



### NORMAN DIAL MASTER

The Dial Master adds hot water, cold water (or both), to either of two levels. Automatically opens and closes drains.

Compact, highly accurate. Signals when the attention of the operator is required. May also be furnished with automatic steam control if desired.



### CUT SHIPPING COSTS WITH THE NORMAN QUICK-CUT WRAPPING TABLE!

Here's a welcome labor-saver . . . a Stainless Steel-topped wrapping table, 54" wide, 44" deep and 32" high, with an automatically operated paper dispenser and paper cutter that slices your wrapping paper to any of four pre-selected lengths. The unit is quick and easy and safe to operate, requires no special installation or connections . . . will handle paper rolls up to 36" wide . . . cuts wrapping labor costs as much as 50%.

You just push the button—and Zip!—out pops a sheet of wrapping paper—just the size you asked for!

**Norman Controls also Manufacture**

#### GET THE COMPLETE NORMAN STORY NOW!

If you'd like more information on these and several other ingenious labor-saving, cost-cutting Norman Controls, absolutely without obligation, rush your name and address to:

- Gas Fired Air Heaters for Multiple Tumbler Installation • Dry Tumblers
- Open End Type 200 # capacity—Quick Unloading • Tumbler Controls
- Controls and Timers for Special Applications

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- Completely factory assembled and fire tested.
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- 4-pass down draft design.
- Built-in induced draft.
- 80% thermal efficiency guaranteed.
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**SUPERIOR**  
STEAM GENERATORS

cause the water level is below the aspirator intake, making it inoperative.

#### Steam-line water hammer

Where water hammer develops in steam lines the problem is one of an improper piping installation. The answer involves certain common-sense precautions.

All steam lines should be pitched so that condensate can be collected and removed at a convenient point. The properly designed steam piping sys-

tem provides for the rapid and uniform distribution of the steam, the return of the condensate and the removal of air. If all these functions are not performed with a minimum of noise, there is definitely trouble somewhere in the system. Sagging pipes, ineffective traps and water-logged sections should be suspected.

Many systems do not allow for positive removal of condensation that occurs in steam piping and it is this condensate that hinders the ready

## BUY AND USE CHRISTMAS SEALS

Christmas Seals are everybody's gift. And tuberculosis is everybody's problem. In America it strikes one person every five minutes . . . and every twenty-seven minutes someone dies from TB.

The money you give for Christmas Seals fights tuberculosis year-round. So when you send your holiday cards and packages, take the extra trouble to make each one a double gift that works for everybody. Buy and use Christmas Seals.



## CHRISTMAS SEALS

**fight tuberculosis**

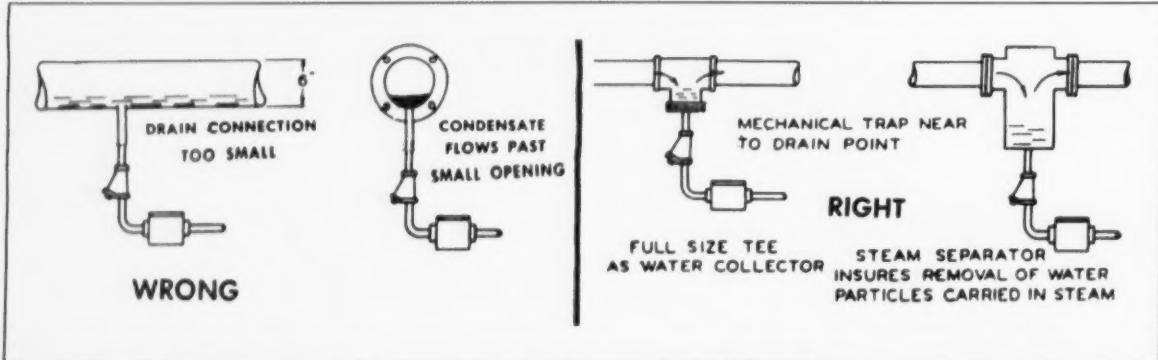
STARCHROOM LAUNDRY JOURNAL

This space has been  
contributed by

flow of steam and air. Back pressure in the return lines must be rigidly avoided if the system is to be free of water hammer.

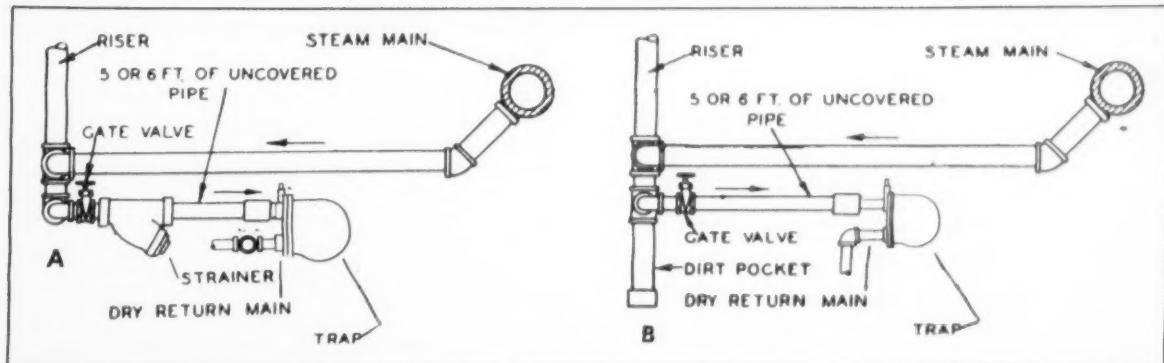
Why water hammer is most pronounced during the morning warming-up period is easily explained. During this time, the steam pressure existing in the various sections may vary to an appreciable degree; the condensate accumulation reaches a peak because of the comparatively cold piping surface, but the peak rate of air elimina-

#### Correct and Incorrect Methods of Dripping Steam Main



**In wrong arrangement**, a drip pipe has been connected directly to bottom of steam main. In this method it is possible for some of condensate to travel across small opening. Also, small pipe opening can collect foreign material to render it useless. **Right arrangement** shows full-size tee connected in steam main to act as a collecting member. Second arrangement, in which a steam separator is used, is ideal method. This apparatus does efficient job, and strainer located below allows for regular cleaning.

Piping Arrangement of Runout to Riser



In arrangement shown in A, strainer replaces drip pocket. Pitch of runout can only be determined from system design, but in example shown pitch should be downward toward riser. Note that connection is taken off bottom of steam main. In B, arrangement is similar to A except that a drip pocket is installed. It is questionable if pocket does as good or better job than the strainer, but neither can serve any useful purpose if they are not opened frequently for cleaning. Note length of uncovered pipe between riser and trap which allows condensate to form for efficient trap operation.

tion does not match the higher condensation rate. Dripping the steam main solves this problem.

Another factor that contributes to water hammer is system design; that is, the correct sizing of main and branch circuits. The capacity of a steam pipe, forming part of a heating system, depends upon: the quantity of condensation present, the direction

in which the condensation is flowing, and the pressure drop in the line.

If the quantity of the condensate is small and is flowing in the same direction as the steam, water hammer will probably not be present. However, when the condensate must flow against the steam, even in minute amounts, the velocity of the steam must not exceed limits above which

the disturbance between steam and the counter-flowing water may produce water hammer.

Water hammer can be a direct result of steam velocity, and such disturbance is a function of (1) pipe size, (2) pitch of a horizontal pipe, (3) quantity of condensate flowing against the steam, (4) freedom of the pipe from water pockets. □□

# LOWER PRICES BETTER TERMS ON ALL INVERSAND ZEOLITE WATER SOFTENERS

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- 1—New Inversand Softeners—all sizes—all capacities, manual or automatic.
- 2—Conversion of present softeners to automatic.
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Inversand Softeners  
on the market for  
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3000 installations.



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## Get 3 to 10 times more Soft Water

All you need do to get 3 to 10 times more soft water from your zeolite water softener equipment is refill it with Elgin High Capacity Zeolite. You'll get better operation too, with less salt and wash water and fewer regenerations. Elgin High Capacity Zeolites are available in all types for immediate delivery. For full information, write **Elgin Softener Corporation**, 150 N. Grove Avenue, Elgin, Illinois.



Styling, gadgets and gimmicks may help sell automobiles. But a boiler is a long time investment; reliable performance, low operating costs and long life are the vital considera-

tions. That's why we're sure that if you carefully examine *all* the facts you'll choose a Leffel Scotch-Type Boiler. Drop us a line; we'll be glad to give you the complete details.

**THE JAMES LEFFEL & CO.** Dept. L Springfield, Ohio

## The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

- Prevents duplication of marks;
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Price, per thousand . . . . . \$7.50  
5,000 or more, per thousand . . . . . \$6.50

**Starchroom Laundry Journal**  
305 East 45th Street  
New York 17, N. Y.

## Engineering Questions and Answers

### To Clean Soot-Coated Stacks

Engineering Editor:

Recent inspections of our plant stacks show the interior walls have a thick coating of soot from top to bottom. What is the best cleaning method? Is any rigging or staging needed for the job? Is there any difference in the cleaning of radial brick and steel stacks?—S.L.C.

Our experience shows that power vacuum cleaning of stacks is the best solution to the soot problem. Its advantages include: (1) good, clean stack surfaces and breeching with a minimum of effort; (2) fast cleaning, minimizing plant outage; (3) no air pollution during stack cleaning, and (4) low costs. Since this work is usually done by a firm specializing in it, no plant labor is needed.

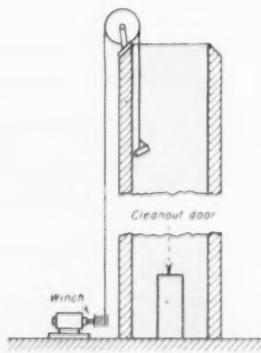
Vacuum cleaning of stacks is usually done by running a suitably sized reinforced rubber hose to an opening in the stack or breeching. Air is drawn inward from the top of the stack at a high velocity (up to about 90 m.p.h., depending on stack diameter and air-flow rate). During passage through the stack the air dislodges soot, fly ash, cinder and other accumulations from the interior. These fall to the base where they enter the hose and are discharged to a collector.

This cleaning method is successfully used for stacks in industrial, hospital, hotel, apartment-house and institutional plants. Only two men are needed for the work. They can clean the stack any time during the day or night when the boiler is shut down.

Soot and other materials drawn from the stack or breeching are discharged by the truck-mounted vacuum pump to a large canvas bag or to a series of truck-mounted filter interceptors. The interceptors find greatest use in areas where there is not enough room to temporarily mount the 30-foot-long canvas collection bag. Soot removed from the stack is disposed of in a city dump or elsewhere. Vacuum cleaning usually proves superior to washing down and mechanical cleaning of stacks.

### Brick stacks

There are, of course, other ways. Sandblasting is excellent for cleaning interior surfaces of unlined brick stacks. For unlined steel stacks, sandblasting is suitable if care is taken to prevent erosion of the steel. The soot may stick so tightly to the stack that some steel is removed with the soot. This condition is more acute at the stack outlet where the steel may be corroded and weakened by condensation of  $\text{SO}_2$ . In brick stacks, care must be exerted not to remove



the bonding mortar. Safety for the cleaning crew is of prime importance in this type of work.

Gunite or a similar lining is good for stack interiors because the adhesion of soot is less than with bare brick or steel. Cleaning of stacks lined with gunite or other materials is best done by firms specializing in this type of work.

Motor-driven brushes can remove soot after it has been treated with a suitable chemical to reduce the bond with the stack interior. More time is needed than with sandblasting and the entire job may be more expensive because a larger number of men are needed.

When the opening at the base of the stack is large enough, staging can be erected to extend to all parts that must be cleaned. Or a bosun's chair or ship's ladder can be suspended from the top of the stack.

Time needed to clean the interior of a stack will vary with the thickness of soot deposit, degree of adhesion and climatic conditions. At low temperatures the bond between soot and stack is stronger, making removal more difficult. With other factors equal, sandblasting is about the cheapest and fastest cleaning method available for brick stacks. Stacks as high as 180 feet can probably be cleaned in about three days, not counting the time needed to erect staging or ladders. Bids from several contractors will help determine the most economical cleaning method for anyone's plant.

#### Special rigs

During the war when manpower was short we saw this system worked out. As the sketch shows, a pulley bracket is attached to a wooden scraper. The other end of the cable is run to the drum of a motor-driven winch at the bottom of the stack.

To clean the stack interior the scraper is raised and lowered at a speed of about 2 feet per second. The condition of the stack interior is checked by watching to see how much soot falls to the base during upward and downward travel of the scraper. Run the scraper until there is little or no soot falling to the stack base. When one vertical strip is clean, shift the position of the pulley bracket to clean the next strip. Resetting the bracket five or six times is all that is necessary to produce a clean stack. Of course, the number of shifts needed depends on the stack diameter and scraper size.

As worked out by the plant we saw, the scraper is made of 4-by-4-inch oak blocks mitered and bolted together. Ordinary street brushes, 16 inches long and 5 inches wide, with a 6-inch bristle, are bolted to the mitered oak scraper.

Since the brushes are mounted in hardwood blocks, they cannot be bent by soaking or steaming. So each brush was cut into pieces 2 inches long, mitered, then bolted to the scraper block. A radius of about 5 feet was best for the scraper. Since the hardwood is heavy, good contact is maintained between the stack sides and the brushes. Wire brushes were tried on the oak scraper but they were too stiff, became packed with soot and required frequent cleaning. Flexible street brooms do not damage mortar joints or scratch stack surface. Scratches are objectionable because they provide a place where soot may lodge.

It took a day to set up and remove this rig. Two men do the work, one at the top of the stack and the other at the winch. The winch operator checks soot fall and signals the man at the stack top when the pulley must be shifted.

#### Planning

We would suggest you periodically check stack performance by taking draft and gas-temperature readings when the boiler is operating at full load. Also check the stack damper adjustment because it is another good indicator of the available draft. Keeping a permanent record of the damper opening will show the loss of draft from the soot deposits faster than will any other method. □□



THIS HEAVY-DUTY Worthington air compressor will give many extra years of reliable service.

## You can save up to 10% in power costs with the right compressor!

. . . and since yearly power costs often equal the original air compressor purchase price, a 10% saving means your compressor pays for itself through power savings alone in ten years.

And saving you money is where Worthington air compressors shine. The Worthington Feather Valve®, the most efficient and durable valve made, is just one of the reasons a Worthington laundry air compressor is easier on your budget.

We'll be glad to send you helpful hints on selecting your laundry air compressor. Write to Worthington Corporation, Section PC.5.13, Harrison, N.J. PC.5.13



**FREE** fact folders tell you how Worthington air compressors save you money.

# WORTHINGTON

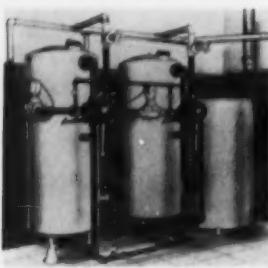


Monobloc Centrifugal Pumps  
Frame Mounted Centrifugal Pumps

Air Compressors  
Steam Pumps

# NEW PRODUCTS and LITERATURE

## New Water Softener Line



A new line of water softeners has been developed by Hagan Corporation, Pittsburgh, Pa., in conjunction with Calgon, Inc., a subsidiary. The softeners are sold as package units, so that only simple connections are needed to fit a unit into a water system. A supply of Hagan Resin C-300, a high-capacity resinous exchange material, is provided with each.

Each unit consists of a brine tank and a softener tank, with their controls and piping in place. Twin units (shown above), which include two softener tanks with a single brine tank, also are available. With a "twin," one tank is always on the line to supply soft water while the other is being regenerated.

Flow rates can be as high as 175 gallons per minute for a single unit or 350 for a twin, with capacities between regenerations ranging up to 1,500,000 grains for a single unit and 3,000,000 grains for a twin. A typical "hard water" may con-

tain from 5 to 15 grains per gallon.

Each softener tank is equipped with a simple but effective backwash automatic controller to maintain the correct flow of water. Fine-slot, non-clogging distributors mounted near the bottom of the tank insure even flow of water and prevent loss of resin. A positive-seating multiport valve and two pressure gauges are also included in the equipment of each softener tank.

## Biographical Booklet

Hercules Powder Company, Wilmington, Del., has published a booklet devoted to photographs and biographical sketches of the 48 men in the Paper Makers Chemical Department serving the paper industry. The individual careers represent a total of 650 years' experience in the paper industry.

## New Office Machine



A new double-duty adding bookkeeping machine has been placed on the market by The National Cash Register Company, Dayton 9, Ohio. Described as a "little wizard," the machine will perform all of the basic bookkeeping tasks in a small or medium-sized business. Interchangeable control bars enable rapid conversion from one job to another and a switch instantly changes the unit into a normal, flexible-keyboard adding machine.

Features include a front-feed

## YOUR REQUEST

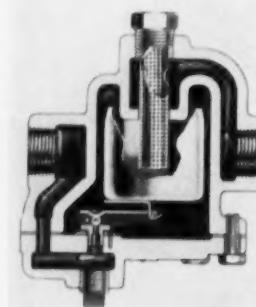
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

carriage, which makes it possible to prepare several related forms at the same time so that, in writing payroll, the employee's pay statement, check, earnings record, payroll journal and check register are posted in a one-shot operation. Automatic dating, credit balance and a fully visible posting line are other features of the machine.

Standardized NCR (No Carbon Required) bookkeeping forms have been designed for use with the machine.

Further information is available from the company.

## New Bucket Steam Trap



Sarco Company, Inc., is offering a new bucket steam trap which is claimed to withstand the loss of prime under the most difficult operating conditions—light loads, rapid pressure drops, and partial vacuum in the return line caused by night shutdowns.

Bulletin and drawings will be sent on request to Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.

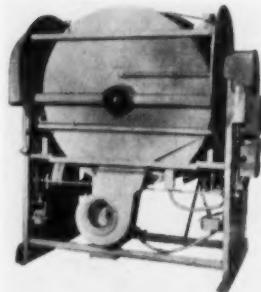
## New Flatwork Ironer Pad

A new laundry pad, said to have several times the usual pad-life under the heat and friction of flatwork ironers, has been worked out by the Egan Cotton Mills of Atlanta, Ga., in conjunction with the Industrial Textile Division of Celanese Corporation of America.

The pad's endurance is primarily due to its warp, made of Celanese's new triacetate yarn, Arnel, brought out of the laboratory in October 1954.

The pad has been under test by numerous laundries across the country and has speeded production and cut overhead in every instance, according to George W. Ewald, manager of Celanese's Industrial Sales Department, Textile Division.

## New Purkett Tumblers



Purkett Mfg. Co. of Joplin, Mo., is introducing a new 48-inch conditioning tumbler with pre-drying (shown above) claimed to remove an additional gallon of water in five minutes tumbling time. The company states that many improvements have been made over the former heat-conditioning type, especially in the cylinder drive and unloading mechanism.

A 72-inch pre-drying model with a number of improvements, including a steam coil with approximately 35 percent larger steam coil and a larger blower fan, has also been announced by Purkett. The machine is said to remove a much greater percentage of moisture than did the company's former equipment.

## Sna-Pons in Snow White

Sna-Pon Trouser Guards, manufactured by the Tillery Container Co., 6000 Wilson Ave., Kansas City 3, Mo., are now given a Snow White finish.

Sna-Pons are said to be easily threaded—just slide on, press down and snap onto the bar. The manufacturer claims that they cannot pivot or buckle, they save handling time in the plant, and often return with the customer's next order, and so can be reused at the plant.

## International S Line

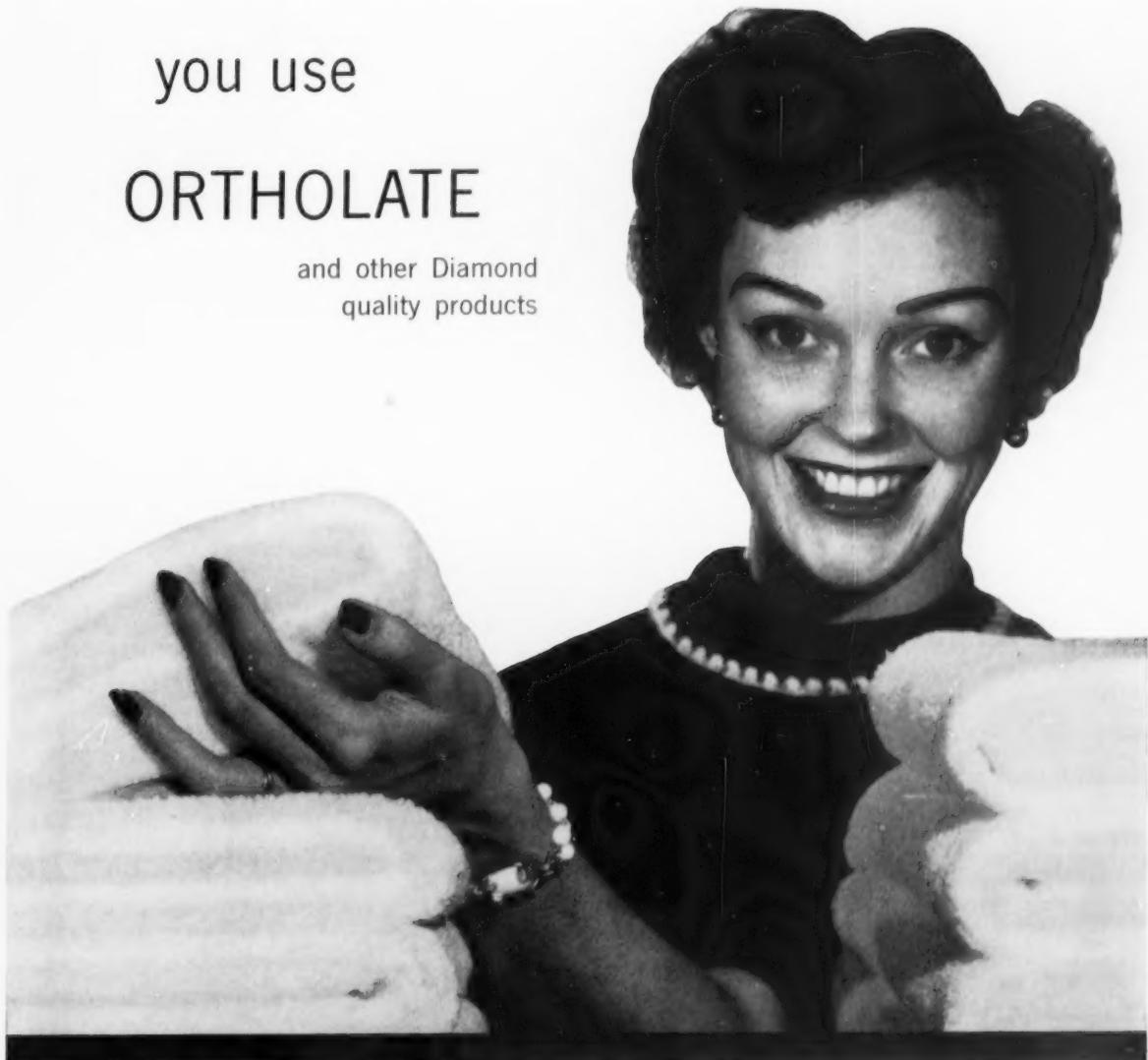


The new truck S line introduced by the motor truck division of International Harvester Company, Chicago, Ill., includes the International S-112 panel truck. Added power and new cab comforts, plus a wide selection of two-tone color combinations, are features of the line.

With gross vehicle weight

She's sold  
on your laundry  
...because  
you use  
**ORTHOLATE**

and other Diamond  
quality products



On towels, especially, any laundry worth its soap can outclass a home washing. But it takes a white-as-new, clean-smelling, soft-piled bundle to convince a lot of ladies.

That's your cue for ORTHOLATE. DIAMOND makes this soap-saver by fusing each flake of orthosilicate with complex phosphates. The combination lifts whiteness retention and burrows into thick nap to dig out soil. Towels live longer, too.

Customers keep coming back—with bigger bundles—for work like ORTHOLATE turns out. Phone your nearby DIAMOND distributor today.

**Diamond Laundry Detergents • Sours • Blues**

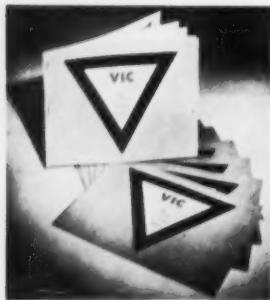


**Diamond  
Chemicals**

Diamond Alkali Company • Cleveland 14, Ohio

rating of 5,400 pounds, the S-112 is available in 115- and 127-inch wheelbases, with 7-foot body, and is powered by the 131-hp. Black Diamond 240 engine.

#### Vic Issues Booklets



Vic Cleaning Machine Company, Minneapolis, Minn., has issued booklets on its 81 series of refrigeration equipment and its 45 series of "Rocket Per" machines. The Rocket Per machines are completely automatic and each contains its own strong soap unit.

The 81 series booklet offers pictures and detailed descriptions of air-cooled solvent cooler, air-cooled water chiller, heat exchanger and water saver and temperature regulator valve.

Booklets may be obtained from Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

#### New Haertel Storage Vault

The Model VU-1 Vaultmaster has been added to the Walter Haertel Company line of fur and garment storage vault equipment. The VU-1 is an "all-in-one" package unit designed for 3,000- to 7,000-cubic-foot storage vaults, and is said to maintain proper temperature and humidity as well as provide fumigation and ventilation. These are all features of the larger units in the series.

Further information can be obtained from the manufacturer, whose headquarters are at 2840 Fourth Ave. South, Minneapolis, Minn.

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

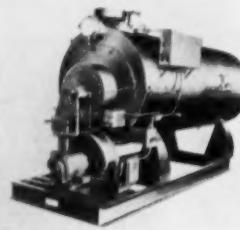
#### Com-pat Dry Bleach

Martens Chemical Corp., 243 Clinton Ave., Kingston, N. Y., is offering Com-pat, a new type organic dry bleach said to reduce tensile-strength loss and laundry cost, simplify laundering and improve quality.

The product is said to have the following features: it produces whiter linens, eliminates pinholing and reduces lint; linens and nets last longer; there is no lime formation, and it is easy to use as it is used dry to the wheel in the regular bleach bath, without pre-dissolving. It is safe for use on practically all fabrics with the exception of silk and wool.

Further information may be obtained from the company.

#### Secondary Air Damper



A secondary air damper is now being incorporated in the blower housing of all Cyclotherm steam generators from 18 to 60 hp. Cyclotherm Division National—U. S. Radiator Corporation, Oswego, N. Y., has added this feature, generally found on larger size boilers, to its entire line of low-horsepower boilers.

The secondary air damper will make it simpler and easier to adjust the secondary air requirements of the boiler. The new damper is said to give a greater degree of accuracy in adjustment, resulting in higher combustion efficiency.

#### Float and Thermostatic Traps



Rapid air and condensate removal in low-pressure steam systems is the advantage claimed for the line of float and thermostatic traps recently made available by the Strong Steam Specialties Division of Strong, Carlisle & Hammond

Company. Such action is said to make fast heating and efficient operation possible at pressures up to 15 p.s.i. and to prevent trap and connecting piping from becoming air-bound.

Connecting pipe sizes for this line of traps include five standard sizes ranging from  $\frac{3}{4}$ -inch to 2 inches. Capacities range from 70 to 5,750 pounds of water per hour, depending on pressure differential and connecting pipe sizes.

Specific data will be supplied by Lawrence Schwartz, advertising manager of Strong, Carlisle & Hammond Company, 1392 W. Third St., Cleveland 13, Ohio.

#### Desk-Chair Mat

Ace Lite-Step Co., Chicago, Ill., is introducing a new desk-chair mat which has a hard surface and cushioned nonslip base. Its under surface has the Ace spring-rubber waffle design for nonskid grip to the floor or carpet. The top surface is conventional smooth solid rubber for easy glide and durability.

The mat is available in round and rectangular shapes and in several colors. Inquiries should be addressed to Ace Lite-Step Co., 1708 S. State St., Chicago 16, Ill.

#### Selling by the Bag



The Stuff-It Bag merchandising plan to sell laundry by the bag is now available on an exclusive franchise basis from Salesmaker, 308 W. Washington St., Chicago 6, Ill.

According to Salesmaker, the plan has been especially successful with women who do their own laundry. Laundries now using the Stuff-It Bag reportedly have enjoyed gains as high as 30 percent in family bundles.

#### Sport Shirt Finishing



By attaching Freeman Laundry Press Plates to the heads of their shirt laundry presses, all laundryowners can offer beautifully finished sport shirts to their customers at dress shirt production speed and cost, according to Bishop David Freeman Co., Evanston, Ill.

The Freeman plates are said to be especially effective because it's unnecessary to classify fabrics since the special surface of the plate avoids shine on all types of sport shirts, they do not require the use of complicated machinery, and they can be attached to the heads of shirt presses without making any adjustments on the press.

Special hooks fitted with knob-handles make it possible to change a shirt unit back into a dress shirt unit simply by removing the plates.

The top photo shows a Freeman plate on a sleeve press in a typical installation.

Further information may be obtained from Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

#### Anti-Corrosion Bulletin

The Permutit Company, 330 W. 42nd St., New York 36, N. Y., is offering an informative catalog sheet CS-101, "Preventing Corrosion of Drinking Water Lines."

Available to any large consumer of water, the bulletin details a new service which stops "red water troubles" and prevents the destruction of piping, thereby reducing maintenance and replacement costs.

This service consists of treating incoming water supplies to make them non-corrosive. Minute quantities of chemicals



## Now IT'S ONE-STOP SERVICE



In just a few years the marketing of food stuffs has undergone considerable change. This change also has been taking place in many other retail fields, including the laundry industry. Keynote of the whole marketing revolution has been One-Stop Service . . . making it easier for the buyer to complete all his purchases at one location.

More and more successful laundries are going in for One-Stop Service by adding a drycleaning department. They realize that, inasmuch as they are already in the textile maintenance field, the obvious step is to add drycleaning to round out a *complete* textile maintenance service. Another consideration is the ease of operation and maintenance of Detrex equipment. Then, too, the Detrex unit requires so

little floor space that most laundries can install it in their existing facilities without undergoing expensive construction.

But above all, they know that they have a ready and waiting market for drycleaning. Their laundry customers quickly become drycleaning customers as well. And while making extra profit from drycleaning, they find their laundry business increasing too!

Don't wait and be one of the last to switch to One-Stop Service. Progressive laundry owners are adding drycleaning NOW, getting the jump on the competition. You'll be amazed how quickly you can convert to this complete service. Get the facts by merely sending in this coupon!

**Lack of Capital?** It is possible to lease a Detrex Coronet or Two-Bath Coronet and Synth-O-Saver. See coupon below.

**DETREX** CORP.

BOX 501 • DETROIT 32, MICH.

DETREX CORPORATION

Dept. U-3  
Box 501, Detroit 32, Michigan

Send me complete information on adding drycleaning to my laundry business.  
 Explain the Detrex lease plan to me.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

which are non-injurious to health are added to the raw water through a chemical feeder mechanism to prevent corrosion of lines.

#### Silk Finishing Study



A 16-page study of silk finishing has been prepared by Excelsior Machinery Co., Detroit, Mich. The pamphlet graphically explains how recently engineered plants have turned completely to single-operator units that have become the "wheelhorse" of the finishing department and the "time clock" of scheduled and timed lot control.

Copies of this study may be obtained from Excelsior Machinery Co., 1452 Randolph St., Detroit, Mich.

#### Singer Historical Booklet

An illustrated booklet, "The Invention of the Sewing Machine," has just been published by the Singer Sewing Machine Company.

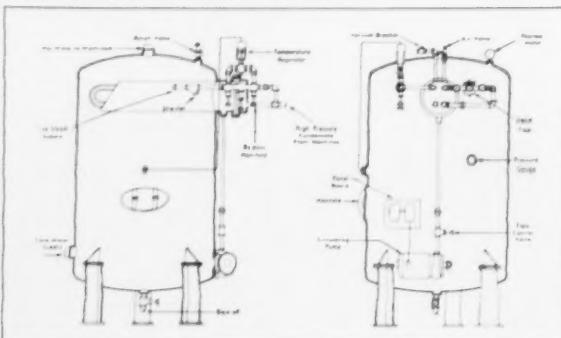
A reprint of a carefully documented article by B. F. Thompson that appeared in a recent issue of the *Singer Light*, a company publication, the article brings out little-known facts about the many pioneers in many lands who were responsible for early types of sewing machines. Photographs and old-style wood cuts depict these inventive pioneers and working models of their design.

Copies may be obtained by writing to the Singer Sewing Machine Company, Manufacturing Trade Department, Dept. SLJ-99, 149 Broadway, New York 6, N. Y.

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

#### New Packaged Water Heating System



To enable commercial laundries to increase productive output without increasing present boiler capacity, The Patterson-Kelley Co., Inc., has developed its new series of eight packaged "Steam-Mizer" storage water heaters.

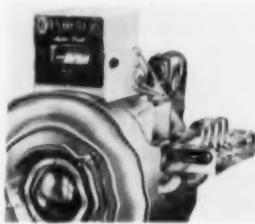
The new P-K "Steam-Mizer" is said to eliminate periodic heavy steam demand, even out the boiler load, and insure a steady supply of steam at constant pressure to all steam-operated equipment, thus increasing productive capacity. It consists of a water storage tank, a combined condensate cooling and live-steam heating section and circulating pump, all compactly packaged, together with temperature regulator, pump controls and other accessories. The motor controls for the cir-

culating pump are mounted on a conveniently located panel.

The "Steam-Mizer" permits the boiler to operate as a closed system since all steam drawn from the boiler is condensed and returned as condensate. Practically no boiler water make-up is required. This helps minimize boiler scaling and reduces maintenance.

Controls are factory-set by P-K before the units are shipped. The compact self-contained packaged unit occupies a minimum of floor space. Both horizontal and vertical units are available in a complete range of eight standard sizes to meet all laundry capacities. Data is contained in bulletin No. 1080, available from Patterson-Kelley Co., Inc., East Stroudsburg, Pa.

#### Glover Auto-Feeder in Production



A new automatic supply feeder, the Glover Auto-Feeder, said to eliminate error in adding supplies to the washing formula in automatic open-end washers, has been announced by Bill Glover, Inc., of Kansas City, Mo.

The feeder operates on a single magnetic-type electric solenoid with any Glover Automat or Auto-trol washer. This solenoid, at a pre-determined moment, dispenses the proper supplies from stainless-steel non-corrosive cups into a pan where they are thoroughly premixed with running water and flushed into the washer.

The Auto-Feeder can handle a washer of 60 pounds dry weight capacity. It is installed in the right side of the washer.

walks, and roadways, indoors or outdoors.

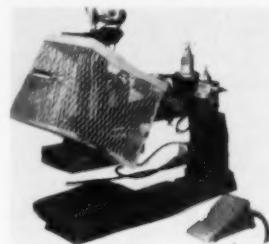
The folder is available on request from The Master Builders Co., 7016 Euclid Ave., Cleveland 3, Ohio.

#### New 24-K Press Padding

Jomac Inc., Philadelphia 38, Pa., has announced a new golden-yellow 24-K press padding for laundryowners. The new padding, a loop pile fabric, is a de luxe version of the Jomac 54 with new color, new resilience and absorbency. The regular Jomac 54 will still be available.

Jomac is offering free a set of the 24-K press padding covers for collar-and-cuff unit to laundryowners who send in a paper pattern and the make and model of the press for which it is wanted.

#### Two New Mending Products



"Stay-On" Thermoseal Tapes and an Automatic Mending Machine have been developed especially for the overall and uniform supply and service industry by Johnson Products Company.

According to the manufacturer, Stay-On patches when applied with Johnson's machine will withstand any known laundry test. The tape and patches are available in white and colors, in twill and herringbone. Also available is white marking tape in  $\frac{5}{8}$ -inch and other widths.

The Automatic Mending Machine has its own air filter, pressure regulator, air pressure gauge, air cylinder lubricator and a safety gate device. The heat-sealing unit, 6 by 8 inches, is made with calrods instead of coiled wires. For maximum efficiency, one girl can operate two machines.

Further information and samples are available from Johnson Products Company, 3116 W. Lawrence Ave., Chicago 25, Ill.

#### New Shirt Passes Test

The Manhattan Shirt Company has designed a shirt with



## Anything Less is an Old-Fashioned Truck!

If you don't get all the modern advantages new Chevrolet Forward Control chassis offer, you stand to lose money on the job today and at trade-in time tomorrow!

Look at it this way. The more modern the truck, the more quickly and efficiently it does the job. And if it's loaded with ultra-modern features, you're bound to be farther ahead at trade-in time. Now look at the way Chevrolet fills the bill. Even so-called new Forward Control models are old fashioned without all these Task-Force advantages!

**Modern high-compression power**—Chevrolet's advanced Loadmaster Six (standard with Forward Control

models) is ultra economical to keep humming . . . its high-compression design squeezes more power out of a tankful of gas! And its big 12-volt electrical system delivers double the punch for quicker starting and smoother going!

**Most modern features**—There's new suspension, front and rear, for a smoother, load-steady ride; and more rigid ladder-type frames. Hydra-Matic drive (optional at extra cost) reduces driver fatigue, speeds up stop-and-go delivery.

Chevrolet Forward Control chassis are available in wheelbases of 104", 125", and 137" . . . accommodating 8-, 10-, and 12-foot bodies. Your Chevrolet dealer has complete details. See him soon . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

# NEW CHEVROLET *Task-Force* TRUCKS

# PUT IT on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay . . .

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Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

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**Send orders with remittance to:**  
**NATIONAL CLEANER & DYER**  
**305 East 45th Street, New York 17, N. Y.**

a collar it guarantees will outlast the shirt. The new Manhattan Span shirt is said to be machine washable and easy to iron because of its trim collar styling and French front construction.

The shirt passed machine washability tests in Monsanto Chemical Company's "all" Test Laboratory in St. Louis where it was washed in both agitator and tumbler-type washers over 104 times, the equivalent of an average number of washings over a period of four years.

### Ford Introduces New Station Wagon



The newest member of the Ford car line is this 1956 Parklane Station Wagon, a two-door, six-passenger luxury model. It enlarges the total number of Ford station-wagon types to six.

The Parklane is distinguished by special chrome trim treatment on the sides and around

the windows. Inside, it has deluxe upholstery and woven fabric floor carpets. But it still offers full station-wagon utility, with an 8-by-5-foot load space when the tailgate is down.

The Parklane is available with the 202 horsepower Thunderbird Y-8 engine or the Ford I-block Six.

### Record-Keeping Unit Is Space Saver



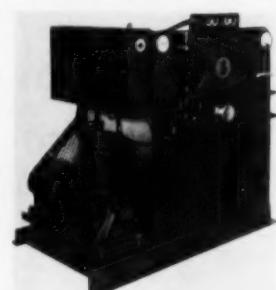
or 4,500 cards for a posting record. A Slide-A-Deck feature permits the shifting of complete decks of cards between segments, without fear of misplacing or dropping. The unit is built to standard desk height.

Complete description and specifications are outlined in folder KD 770, available at Remington Rand sales offices in principal cities or from Remington Rand Division, Sperry Rand Corporation, 315 Fourth Ave., New York 10, N. Y.

The Roto-Kard, Remington Rand's new space-saving record-keeping unit, handles 8-by-5-inch card records for cost, credit, inventory, ledger, maintenance, personnel, pricing, production, purchase, sales in one compact electrically or manually operated rotary drum.

Mobile and occupying a floor area of 3.6 square feet, the Roto-Kard has a capacity of 6,000 8-by-5-inch cards (9½ pt. stock) for a reference record

### Cascadex Washer-Extractor



#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

The American Laundry Machinery Company has announced the Cascadex Washer-Extractor, field-tested over a period of three years in all types of commercial and institutional laundries and by U. S. Navy inspectors, who approved it for shipboard as well as on-shore use.

The washer-extractor is fur-

nished in two sizes, 30 by 24 inches (50 pounds dry weight capacity, shown here, and 40 by 30 inches (100 pounds dry weight capacity.) The use of one simple-to-operate machine in place of two saves equipment investment, floor space and labor and operating time.

By extracting between rinses, the Cascadex is said to produce highest quality washing with only half as many rinses as are required with a conventional washer. It is available either manually operated or air-operated for use with an automatic washing control.

Complete information is contained in fully illustrated Catalog AB 331-702 which may be obtained from The American Laundry Machinery Co., Cincinnati 12, Ohio.

#### Cartoon Booklet



A new 16-page, two-color booklet of cartoons about the drycleaning industry is being offered by the Bishop David Freeman Co., Evanston, Ill.

Created by the nationally known cartoonist, Morrie Brickman, the cartoons represent pictorially the major problems of the industry revealed through extensive field research and they point out the answers to the problems.

For more information on this book, available without charge, write Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

#### Schaub Offers Bulletin

A new semi-technical bulletin, published by the Fred H. N. Y.

Schaub Engineering Co., is available to plant engineers interested in the problems of large-scale hot-water heating.

The bulletin describes the problems involved in "big-swing" hot-water loads and explains why conventional storage-type systems, of either the "open" or "closed" type, are inherently unable to fully solve these problems.

A new concept of storage-water-heating called "Iso-Therm" is offered as a solution. An important advantage of this technique is a constant-average steam input characteristic which permits a relatively small boiler to handle large, intermittent hot-water loads.

Fuel savings and other advantages are also discussed in bulletin #923 which may be obtained from the Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago 23, Ill.

#### Static Pressure Control



The Henry G. Dietz Company has announced the addition of the Cat. 114P Sensitive Static Pressure Control to its line of low-pressure switches.

The control has been approved and listed by both Factory Mutual and Underwriters Laboratories, Inc., for use as an air fuel interlock switch in packaged steam generators requiring safeguards to prevent flow of fuel when a lack of forced draft creates a hazardous condition. The contacts of the switch are usually wired in series with the solenoid of the oil shut-off valve. Thus, the oil valve will prevent flow of fuel unless the blowers are supplying the proper amount of forced draft.

The Cat. 114P can also be used for many other applications such as in forced air cooling of electronic or air-conditioning equipment where blower failure would cause damage due to overheating.

For further information write to H. Dietz, The Henry G. Dietz Company, 12-16 Astoria Blvd., Long Island City 2, N. Y.

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# NEWS

from the

## ALLIED TRADES

### Prosperity Leases Downtown Office Building



The Prosperity Company, Inc., Syracuse, N. Y., has leased a large office building in downtown Syracuse comprising 63,000 square feet of floor space, according to an announcement by John A. Bouvier, Jr., Prosperity president.

The move was planned for November 15. All administrative and general offices will be at the new location. It will also be used as a warehouse for finished inventory and used equipment. The plant has a large truck-dock loading ramp in the rear.

This will be a temporary move in connection with the company's consolidation and ex-

pansion program, according to Mr. Bouvier. Its purpose is to permit adequate time for the preparation of drawings and the erection of a new administration building at the firm's three-plant location on E. Erie Blvd. and Nichols Ave.

### Eaton Appoints Ribet



FRED A. RIBET, JR.

### Three New Distributors

William Boon, president of Eastern Cyclone Conveyor System, Clifton, N. J., has announced the addition of three new distributors who will handle sales operations for the E/C Lint Collector in their respective territories.

The companies are: Jensen Manufacturing Co., Palmyra, N. J., distributor of laundry machinery, covering southern New Jersey and the Philadelphia and Baltimore areas; Norton & Williams, Inc., Westfield, N. J., distributor of laundry and drycleaning supplies and appliances, and J. J. Reiman, Buffalo, N. Y., distributor of laundry and drycleaning equipment.

Fred A. Ribet, Jr., has been named a member of the sales staff of Eaton Chemical and Dyestuff Company of Detroit, according to an announcement by R. F. McDonald, sales manager. He will headquartered in Atlanta, Ga., and operate in the states of Georgia, Florida, Alabama, Tennessee and Kentucky.

Before his appointment, Mr. Ribet was employed by the United States Steel Corp.

### Worthington Names Two

John E. Lancaster has been named manager of engineering in Worthington Corporation's air-conditioning and refrigeration division, according to an announcement by Matthew M. Lawler, division vice-president. Replacing Mr. Lancaster in his former position of chief engineer, heavy-machinery section of the division, is F. A. MacConnell.

Mr. Lancaster joined the Worthington Harrison Works in 1940 as a test assistant in the experimental test department. He served in the research and development department until his appointment as assistant chief engineer of the air-conditioning and refrigeration engineering department in 1952. In 1954, he was named chief engineer of the heavy-machinery section.

Mr. MacConnell joined Worthington in 1935, served in the division until last year when he assumed the post of assistant chief engineer in the heavy-machinery section.

### New Office Location

The new address of the Philadelphia office of The American Laundry Machinery Company has been established at 18 Summit Grove Ave., Bryn Mawr, Pa. The office, moved from Upper Darby, Pa., will continue under the management of C. E. Hamilton, Jr.

### Manitowoc Names Sterling

Manitowoc Engineering Corp. has announced the appointment of Sterling Supply Corporation as its authorized dealer in the following sections of the Eastern Seaboard: Pennsylvania east of Altoona, New Jersey south of Trenton, New York west of Albany, Washington D. C., Virginia, North Carolina, Maryland and Delaware.

Sterling, with headquarters at 1-35 Porter St., Philadelphia 48, Pa., and a branch office and warehouse in Norfolk, Va., will be responsible for sales and service of Manitowoc equipment in these Eastern areas.

In announcing the new appointment, Don Fuller, manager of Manitowoc's Manufacturing Division, stated that Sterling has created a special service engineering and repair department for servicing and repairing Manitowoc equipment, and members of the Sterling organization have visited the Manitowoc factory for on-the-job training. A complete inventory

of Manitowoc parts is in stock in the Philadelphia and Norfolk warehouses.

Sterling President Herman Levine stated that Sterling is going into the distribution of equipment and installation of drycleaning plants because many of its customers are interested in replacing old equipment.

### Beach Names Distributor

The Beach Soap Company, Lawrence, Mass., has appointed the Miller Machinery & Supply Company as its distributor in Florida. This distributorship is in addition to the Phenix Supply Company, Tampa, which has handled Beach products in this area for many years.

The services of John G. Bottoms, Beach representative in Florida, are now available through the newly appointed distributor.

### Bates, Bailey Appointed

Ald, Inc., Chicago, Ill., has announced the appointments of Riley M. Bates as vice-president and Robert R. Bailey as vice-president of sales.

Mr. Bates has also been appointed vice-president of Ald, New York, Inc., and continues as manager of that organization. He has been elected to the board of directors of both organizations.

Mr. Bailey was general sales manager of Ald, Inc., for six years before his appointment to the newly created office.

### Donaldson Joins Reid



ROY DONALDSON

Roy Donaldson has joined the Reid Supply Company, Wichita, Kans., as a salesman, according to an announcement by the firm. Mr. Donaldson has had several years of sales ex-



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- 5. Suction action—cleaner, whiter loads.
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In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



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perience in chemicals and laundry supplies in the Midwest.

#### Move to New Quarters

James S. Parkhill, Jr., president of Carman-Mitchell-Wing Company, has announced the firm's move to bigger, more efficient quarters at 62 Montvale Ave., Stoneham, Mass.

The building is designed with office and storage space on one floor for faster, simpler service.

#### Hedke Retires



RICHARD C. HEDKE

Richard C. Hedke, vice-president and general manager of Eaton Chemical and Dyestuff Company since 1920 and executive vice-president since 1951, was honored by the company at a testimonial dinner at the Detroit Athletic Club on October 17. The occasion was his

retirement from active business after 48 years of service.

W. Thompson Tamke succeeds Mr. Hedke as director and executive vice-president.

#### Transfer at Hoffman



SIDNEY COHEN

Saul Goldstone is leaving the U. S. Hoffman Machinery Corporation after 31 years as a sales representative and as the company's Newark, N. J., distributor for drycleaning, laundry and pressing machinery, according to an announcement by the company. Mr. Goldstone has transferred his distributorship, known as the Hoffman Machinery Distributors of Newark, N. J., to Sidney Cohen, shown above.

The firm's main office was recently moved from 349 Washington St. to a newer and more modern office and warehouse at 303 Bergen Ave., Kearny, N. J.

#### New Speedy Installation in Florida



The Speedy Washer Mfg. Co., Miami, Fla., recently opened the new Hi-lean Wee Wash It in suburban Hialeah, Fla., on a triangular corner lot facing a five-way intersection. The plant is equipped with four Speedy washers, model LAP, and four Speedy 37-inch dryers.

Almost all of the business is handled by the carhop system in the paved drive area. The interior of the laundry has facilities for adding machinery

as volume increases. A considerable portion of business is being done in dye work which is emphasized by pastel-colored signs on the exterior of the building.

The opening promotion was handled by the Speedy Company's advertising department. On-location promotion was supplemented by mailing picture postcards with a special opening offer and distribution of laundry bags and coupon books to housewives by solicitors.

#### Wichita Names Grauer



SOL GRAUER

R. A. Hamilton, general manager of Wichita Precision Tool Company, has announced the appointment of Sol Grauer as regional sales manager of the Eastern division. The states

covered by this division of the manufacturer of Adjusta-Form steam-air finisher and Pil-O-Bar unit are Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia and Florida. Headquarters are in New York City.

Mr. Grauer has been associated with the drycleaning industry for 18 years. During that time he has owned and operated plants throughout New York State. He has also served as a consultant to other plants, helping to streamline operations, designing new equipment and introducing new flow methods.

Grauer methods have been adopted by drycleaning plants in South America, Australia, South Africa, England and Belgium, Mr. Hamilton states.

#### Prosperity Conducts Survey at State Fair



A survey conducted by The Prosperity Company, Inc., Syracuse, N. Y., indicated that two out of every three housewives still wash and iron shirts at home. The survey was made at the company's exhibit at the annual New York State Fair, September 3-10, at which some 30,000 people were shown modern shirt-finishing methods by The Prosperity Company.

The tabulation of the written survey revealed the following opinions:

63.2 percent of those surveyed answered "no" to the question, "Are the men's shirts in your family washed and ironed in a commercial plant?"

70 percent answered "no" to the question, "Before today, did you know that shirts are processed like this in modern, commercial laundries and drycleaning plants?"

94.65 percent answered "yes" to the question, "Would shirts washed and ironed like this satisfy you and your family?"

56.65 percent answered "no" to the question, "Before today,

did you know that you could leave shirts in the morning to be washed and ironed, and pick them up the same afternoon?"

Tape-recorded interviews revealed some common misconceptions held by the viewers prior to the demonstration.

#### Lawler Looks at 1956

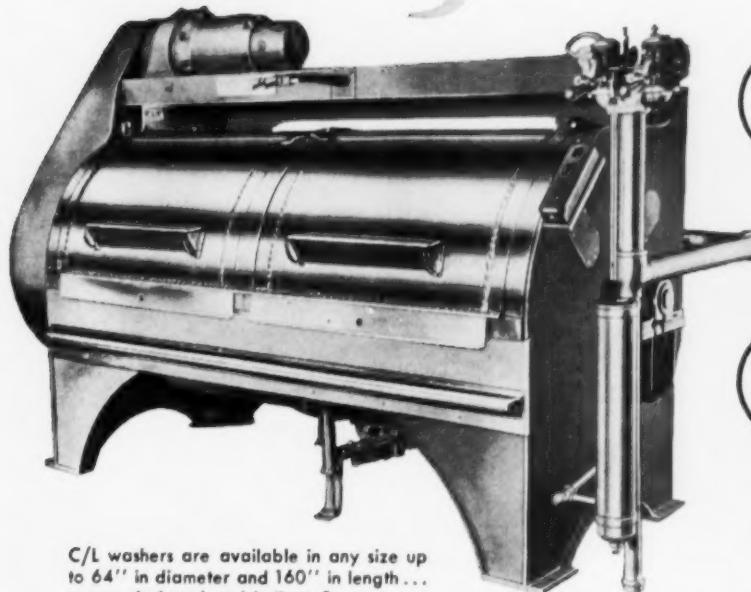
Matt Lawler, vice-president of the Worthington Corporation, Harrison, N. J., and head of the company's air-conditioning and refrigeration division, addressed 150 dealer personnel from Northeastern and Middle Atlantic states at a recent meeting.

Speaking at the Park Sheraton Hotel in New York, Mr. Lawler looked to 1956 as a good air-conditioning year, with reference specifically to the central residential air-conditioning market.

Contributing to his optimistic outlook, he said, were the factors of record-high employment, increased earnings without a

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C/L washers are available in any size up to 64" in diameter and 160" in length... or are designed and built to fit your particular space and requirements. They are made in open pocket type, either with or without glide-out unloading shelves; also with Pullman glide-out or "Y" glide-out compartments for easy unloading, all with low front shell openings. C/L WASHERS ARE EQUIPPED WITH SEMI- OR FULLY AUTOMATIC WASHING CONTROLS.

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**SEALOMATIC TRUNNION  
SEAL.** Unequaled! Requires no adjustments, no maintenance! Gives you full life of trunnion bearings! Absolutely leakproof!

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2

foolproof EVERHITE Cylinder Door Lock. Single handle control for hinged or sliding doors. Positively won't loosen under heaviest pounding! Split-second snap action gives far greater sealing pressure than any spring operated assembly!

\* PATENT PENDING

3

vibration-free C/L RIGID FRAME. Cummings-Landau's heavyweight frame with its unique cradle suspension gives you practically noiseless operation!

4

Splash-proof COMPRO-SEAL Shell Door Assembly. Here's the shell door assembly, for standard or low-front machines, that's really splash-proof! Features our exclusive Compro-Seal!

5

arc-welded STAINLESS STEEL or MONEL cylinders. C/L cylinders are arc-welded of the finest Monel Metal or Stainless Steel. Sturdy, simple, indestructible!

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corresponding increase in cost of living, population shift from cities to suburbs and forecasts of record-high corporate earnings, rising dollar volume of new home construction, mounting volume of industrial building and continuance of commercial building volume, and expansion in government building.

### Hercules Appoints Oswald

The appointment of Frank G. Oswald to a newly created position in Hercules Powder Company's Synthetics Department has been announced by J. W. L. Monkman, the department's director of sales.

Mr. Oswald has been named manager of new product sales for the department. He will plan, coordinate and supervise introductory sales activities and sales promotion for the department's products.

Before this appointment, Mr. Oswald was assistant director of sales for the department. He joined Hercules in 1937.

### Speedy Names Rich



SPENCER RICH

The Speedy Washer Mfg. Co. of Miami, Fla., has announced the advancement of Spencer Rich to district sales manager for the Ohio, Michigan and northern West Virginia area. He replaces Thomas Buel who has relocated in Florida to assume additional duties for the company.

Mr. Rich has been factory-trained in installation and operation of Wee Wash It quick-service laundries and feeder plants for commercial laundries. In Miami he recently completed an advanced course in laundry operation and reviewed the company's promotional plans for Speedy-equipped laundries.

### Canadian CLATA President



C. M. McGOUN

At the September 18 meeting of the Canadian Cleaners and Launderers Allied Trades Association at the Royal York Hotel, Toronto, C. M. McGoun of McGoun Chemicals Limited of Toronto and Montreal was appointed Canadian CLATA's new president. D'Arcy McConvey of the Dalex Company, Toronto, immediate past president, became honorary secretary-treasurer.

There was no change in the directors previously appointed at the January 18, 1955, meeting.

### Million-Dollar Plant

Hagen Corporation, Pittsburgh, Pa., will build a million-dollar chemical processing plant at Rockwood, Mich., according to an announcement by W. W. Hopwood, president of the firm.

Scheduled for completion in the fall of 1956, the new plant will process and package various Calgon products used for conditioning water.

### Chicago Fabric Seminar Draws 400 Drycleaners

Over 400 drycleaners from the Chicago area heard a discussion of finishing, merchandising and fabric trends at a special Fabric Seminar for Drycleaners held recently at the Congress Hotel, Chicago, Ill.

Highlighting the two-hour seminar, Ed Danneberger, textile fibers department, Du Pont, spoke about the increasing popularity and benefits of the man-made fibers like Dacron and Orlon.

Noel Grady, authority on industry problems, spoke about the trends which have changed the arts of finishing garments and Jerry Daleke, merchandis-

ing consultant, pinpointed reasons why cleaners should begin selling with a positive rather than a negative approach.

Arranged by the Bishop David Freeman Company, the Chicago seminar was the first of 18 such meetings. According to David A. Freeman, president of the company, the seminar's purpose is to inform the average cleaner about existing threats to his business, about preventing business losses through proper equipment and positive selling, and about gaining new business that exists in the untapped market of people wearing garments of synthetic fibers.

### Factory Visitor at Manitowoc Plant



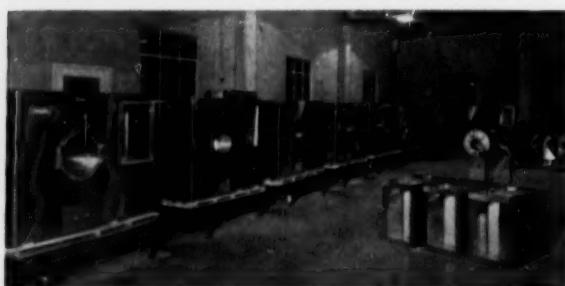
The Manitowoc factory has been host to a number of laundry and drycleaning distributors recently.

In the picture above are Clayton Junion (left), service manager of the Dry Cleaning Division, Manitowoc Engineering Corp., Manitowoc, Wis., and distributor R. Rutherford,

Ozark Laundry Equipment Company, Joplin, Mo.

Mr. Rutherford spent several days at the factory visiting production, test and assembly lines in the drycleaning division. He is shown discussing with Mr. Junion service standards outlined as part of Manitowoc's obligation to customers.

### Additional Building at Wichita Plant



Wichita Precision Tool Company, Inc., has announced the addition to its Wichita, Kans., plant of a new building which houses a 10-station Pil-O-Bar

assembly line producing 10 Pil-O-Bars a day.

The new building, completed in August, adds 3,750 square feet of manufacturing space.

### Haertel Names Fieldmen

Walter Haertel, president of Walter Haertel Company, has announced plans to make the company's field engineers more readily available to distributors and customers.

L. R. Ferm will be responsible for the sale of Haertel storage vault and fur cleaning equipment and supplies in the Southeastern states; he will continue to perform his duties as vice-president and general sales manager. In the Southwest, S. L. Hammer will represent the firm, and the Midwest representative will be A. F. Wittry. The New York-Northeastern territory will be covered by L. C. Barker, who continues as sales manager in



Don't let surface suds fool you! **SKORTEX** suds are right in the wash!

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No other detergent—soap or synthetic—can equal SKORTEX® for removing soil! Because—promoted with sodium CMC, which accelerates penetrating, soil-loosening, and suspending powers—SKORTEX' sudsing action is different from that of ordinary detergents.

It soaks deeply into the load *instantly*, loosening and suspending soil right from the start! That's why there's always a light, running suds on the outside of the wash wheel cylinder . . . why sheets, pillowcases, towels, bedspreads, shirts, and finest linens have that extra snap and sparkle.

SKORTEX is unusually effective on heavy soil, too, when used

with Wyandotte ARLAC®, an activated builder. Added to the wheel in "one shot," SKORTEX and ARLAC float out dirt and grime . . . prevent redeposition on fabrics. What's more, this "one shot" formula works its wonders in hard or soft water; lets you *rinse with cold water, cut fuel costs!*

Don't wait! Try SKORTEX now, and save on materials, washroom time, hot water. And you'll get brighter washes every time! Call your Wyandotte man, today, for a demonstration.

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step-by-step instructions for handling shag rugs
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how to turn out top quality finishing on all garments
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ABC's of washroom operation
4. **"Storage for the Drycleaner" ..... .50**  
guide to vault installation and operation
5. **"Guide To Plant Layout" ..... 1.00**  
in color; how to make your drycleaning plant more efficient
6. **"How To Train Finishing and Folding Operators in the Laundry"..... 1.00**  
shirts, flatwork, wearing apparel—  
how to produce top quality finishing
7. **"Manual for Training Wool Finishers" 1.00**

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charge of vault equipment sales. The Minnesota, Iowa, Nebraska and North and South Dakota area will be covered by R. L. Lyons, executive vice-president of the firm. Mr. Lyons is well-

known in the upper Midwest territory.

The Haertel organization's headquarters are located at 2840 Fourth Ave. S., Minneapolis, Minn.

### Prosperity Names Compton and Smisek



OWEN G. COMPTON



JOSEPH G. SMISEK

Owen G. Compton, Kansas City, Mo., and Joseph G. Smisek, an NID graduate, of Silver Spring, Md., were recently appointed sales representatives of The Prosperity Company, Inc., Syracuse, N. Y.

Mr. Compton will serve the state of Missouri. Mr. Smisek,

who has been in the laundry and drycleaning field since 1947, will serve in counties of Virginia and most of West Virginia.

Both men recently completed an extensive sales training program at Prosperity's main factories at Syracuse.

### Beach Names Two Representatives



EARL A. JONES



WILLIAM A. CONRADES

Earl A. Jones and William A. Conrades have been appointed representatives for the Beach Soap Company, Lawrence, Mass.

Mr. Jones has had many years experience in sales management and has completed the company's training course on the practical side of laundering. He will represent Beach in northeastern Massachusetts, Maine and New Hampshire.

Mr. Conrades has spent his entire working life in the laundry industry. He has been plant

superintendent of both institutional and commercial laundries and has sold laundry supplies for many years in the territory he is taking over for Beach. This includes Maryland, southern Delaware, Washington, D. C., and eastern Virginia.

### Timken Promotes Two

A. L. Bergstrom, The Timken Roller Bearing Company's vice-president in charge of engineering, has announced the appoint-

ments of John Rundt to the post of chief engineer of the division of research and development, and Alva Kopatz as chief draftsman for the same division.

Mr. Rundt started with Timken in 1935 in the experimental department. He worked successively as an engineer in the fuel injection division and works engineering department before joining the development and research division of the Canton, Ohio, company.

Prior to accepting his new post Mr. Kopatz served in the company's products development department, where he began his association with Timken in 1940.

#### London to Automatic



RONALD LONDON

Ronald London has joined Automatic Laundry Service, Inc., 3825 S. Hanover St., Baltimore, Md., it was announced by President Gerry Weiss. Mr. London will be in charge of laundry machinery and supply sales in Maryland, Delaware, Virginia and the District of Columbia.

Mr. Weiss also announced that Automatic Laundry has been appointed distributor for Shan-ell Products and Forse shirt units. The Baltimore firm specializes in the construction of quick-service laundries and feeder plants, and installing shirt units and wash and dry equipment in branch stores.

#### Craig Incorporates

Craig Supply Co., Durham, N. H., which has been operating as a partnership since its organization in 1946, became a corporation on September 30. At that time, also, James C. Chamberlin joined the firm. Mr. Chamberlin has most recently been sales coordinator for the New England Coca-Cola Bottling Company.

#### Johns Promoted



STANLEY JOHNS

Stanley Johns has been promoted to district sales manager of the J. B. Ford Division St. Louis office of Wyandotte Chemicals Corporation, according to an announcement by Fred Tholen, sales manager of the Wyandotte, Mich., organization. He will supervise a sales force covering Missouri, Arkansas, western Tennessee and southern Illinois.

Before joining Wyandotte Chemicals Detroit sales staff in 1945, Mr. Johns had more than seven years of chemical and production experience with three nationally known manufacturers in the Detroit area. He was transferred to J. B. Ford Division's St. Louis office in 1946, was later attached to an Army Air Force Electro-Chemical Unit at Wright Field and then returned to his sales position in St. Louis in 1947.

#### Wheat Joins Flynn



W. H. D. WHEAT

W. H. D. "Bill" Wheat has joined the firm of O. C. Flynn, now called Flynn & Wheat, Inc., with offices and warehouse at 310 N. Ashland Ave., Lexington, Ky. The newly incorpo-

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. . . Day-In, Day-Out

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(Signed)

Arthur J. Cobb  
Manager, Utica, N. Y.

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Write for full details on

rated firm will handle laundry and drycleaning supplies and equipment. The company's immediate plans call for serving the central, eastern and southern parts of the state, and plans for the future include total state coverage.

Mr. Flynn opened a supply house in Lexington in 1949. The new arrangement is expected to result in expansion and addition of a number of supply lines.

Mr. Wheat has had a number of years of experience in the laundry and cleaning supply field.

ecutive and Sales Product Committee.

### Huron Names Keating



JOSEPH D. KEATING

The appointment of Joseph D. Keating as starch products manager for Huron Milling Company, New York, has been announced by Glenn H. Freedman, director of sales, specialty products.

Mr. Keating joined the company in 1939 as a sales representative covering the New York metropolitan area. In his new job, he will supervise national marketing of Huron's laundry starches, Velvet Rainbow and Wheatea.

### Callaway Names McKOANE



JAMES F. McKOANE

Callaway Mills, Inc., N. Y., has announced the appointment of James F. McKOANE to represent the Rockweave Laundry Textile Division in northern Illinois, Wisconsin, the western portion of Michigan, Minnesota, Iowa and Nebraska.

Vincent V. Tivy, formerly manager of refinery instrument sales for The Foxboro Company, Foxboro, Mass., was recently appointed the firm's chief application engineer.

Mr. Tivy will be responsible for coordinating sales engineering with product development and production engineering activities. He will also be concerned with new product development, field trials, special sales work involving analysis of automatic control problems, and the evaluation of instrumentation trends, and will serve on Foxboro's Engineering Ex-

### Foxboro Appoints Tivy

## Diaper Service Promotion



Roberts Manufacturing Company of Ellwood City, Pa., is offering as a sales builder to diaper services and laundries a "u-ride-it" delivery truck that is a reproduction in miniature of a diaper service or laundry truck with special appeal for children. With the laundry's name marked on the truck, it may serve as a constant advertisement for the individual firm.

Over-all size of the truck is 22 inches. Made of heavy-gauge steel, it can support 200 pounds and has rubber tires, sliding door, streamlined steering wheel, precision steering mechanism and realistic grille. The truck is available in any desired colors in baked-enamel finish with decalcomania trade mark or name.

The manufacturer suggests several uses for the truck: it may be given free as a premium to prospective customers, it may be redeemed for a specified quantity of coupons, or it may be given as an incentive prize for company salesmen.

general offices in East Troy, Wis. Trent's Northeastern sales offices are located in the Chrysler Building, New York City.

## Regan Appointed by Beach



EDWARD C. REGAN

Beach Soap Company has announced the appointment of Edward C. Regan as sales manager. Mr. Regan has spent his entire working life in the laundry industry and has served as sales representative and sales supervisor of the company's Eastern division.

Mr. Regan has a thorough knowledge of washroom practice and laundry sales methods and will spend much of his time in the field in close contact with Beach distributors and salesmen.

## Collins Appointed by Trent



W. H. COLLINS

W. H. Collins has been appointed Northeastern District sales manager, assisting F. W. Beitner, manager of sales for Trent Tube Company, a wholly owned subsidiary of Crucible Steel Company of America.

Mr. Collins joined the Trent sales staff in Chicago in 1946 and in 1948 became assistant general sales manager in Trent's

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THE ONLY GRID PLATE  
THAT NEEDS **NO LINER**  
AT NO PREMIUM PRICE!

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Over 46", \$19.25  
Mushroom, \$11.00  
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Your Jobber

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- GIVES A SOLID CREASE
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- ACID TREATED SURFACE
- 35% HARDER SURFACE
- WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
- MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
- COSTS LESS—LASTS LONGER THAN ORDINARY PLATES

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5. Better Storage Stability
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7. More Convenient To Use
8. No Pre-Dissolving
9. May Be Used On Nylon Or Rayon
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**TAG-O-MATIC**  
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All Textile Machines use Indelible Ribbon-Rite Ribbon  
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## Convention Calendar

Institute of Industrial Launderers  
Fontainebleau Hotel  
Miami Beach, Florida  
November 17-21, 1955

American Institute of Laundering  
Philadelphia Auditorium  
Philadelphia, Pennsylvania  
November 18-20, 1955

National Association of Institutional Laundry Managers  
Hotel Sylvania  
Philadelphia, Pennsylvania  
November 18-20, 1955

Indiana Dry Cleaning and Laundry Institute  
Severin Hotel  
Indianapolis, Indiana  
December 2-4, 1955

Mississippi Laundry & Cleaning Association  
Robert E. Lee Hotel  
Jackson, Mississippi  
December 3-4, 1955

Canadian Research Institute of Launderers & Cleaners  
Royal York Hotel  
Toronto, Ontario, Canada  
January 12-14, 1956

Minnesota Institute of Laundering & Cleaning  
Hotel Lowry  
St. Paul, Minnesota  
January 21-22, 1956

National Institute of Rug Cleaning  
Statler Hotel  
Cleveland, Ohio  
January 21-23, 1956

Mid-West Cleaners and Launderers  
President Hotel  
Kansas City, Missouri  
February 3-5, 1956

## Obituaries

**Anthony Bonavitacola**, 70, former owner of Quaker City Coat and Apron Supply Laundry, Philadelphia, Pennsylvania, died recently. Surviving are five children.

**Carl H. Clement**, 71, president of Bock Laundry Machine Company, Toledo, Ohio, died on September 5. After graduating from the University of Michigan, Mr. Clement joined the Western Mott Co., Flint, Mich., in 1910 was named factory manager, and in 1912 became assistant manager of Metal Products Co., Detroit. In 1914 Mr. Clement became general manager of the Bock Bearing Co., later founding the Jennin Electric Co. when the Bock firm was sold. In 1931 the electric company was sold and Mr. Clement rejoined the Bock organization as president of the Bock Laundry Machine Co. Mr. Clement was a member of the University of Michigan's "M" Club; Tau Beta Pi, national honorary engineering society; Toledo Club, Toledo Country Club,

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF Starchroom Laundry Journal, published monthly at Lancaster, Pa., for October 1, 1955.

State of New York  
County of New York

1. The names and addresses of the publisher, executive manager, editor and managing editor are:  
Publisher: The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N. Y.  
Executive Manager: Edward B. Wintersteen, 305 East 45th St., New York 17, N. Y.  
Editor: Henry A. Mozdzer, 305 East 45th St., New York 17, N. Y.  
Managing Editor: Miss Galina Terr, 305 E. 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)  
The Reuben H. Donnelley Corp., 305 East 45th St., New York 17, N. Y.

Northern Trust Company Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.  
The Northern Trust Co. David L. Harrington and Charles C. Haffner, Jr. as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.  
First National Bank Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.

Thomas E. Donnelley Chicago, Illinois.  
Curtiss E. Frank Bronxville, N. Y.  
David L. Harrington Flossmoor, Illinois.  
Harold P. Harper Greenwich, Conn.  
Harry W. Warner, Flossmoor, Illinois.  
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.  
Albert M. Andersen, Flossmoor, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full know ledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,  
(Signature of Executive Manager)

Sworn to and subscribed before me this 28th day of September, 1955.

ANNE L. DeMARINIS  
Notary Public, State of New York  
No. 41-0914700  
Qualified in Queens County  
(My commission expires March 30, 1957)

Term expires March 30, 1957.

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and a 32nd degree Mason. He is survived by his wife, two sons and eight grandchildren.

**W. S. Connor**, 51, proprietor of the Lowell Laundry and McNabb Towel Supply, Lowell, Massachusetts, died unexpectedly. He was a member of the Lowell Lodge of Elks and the Clover Club of Greater Lowell. He is survived by a brother.

**Edward T. Dillon**, 64, sales manager of Standard Laundry, Jersey City, New Jersey, died on October 8. Mr. Dillon was a former member of the Municipal Zoning Board. Surviving are his wife, two daughters and two grandchildren.

**Timothy J. Falvey**, Falvey Linen Supply Company, Fiskville, Rhode Island, died September 25.

**William J. (Pat) Kane**, sales representative of the Revolite Division of Raybestos-Manhattan, Inc., Manheim, Pennsylvania, died September 18. Prior to joining Revolite, Mr. Kane was laundry manager at Valley Forge Military Academy. He was a former president of the Philadelphia Association of Institutional Laundry Managers and second vice-president of the National Association of Institutional Laundry Managers.

**William G. Lambert**, 79, retired president of Troy Laundry Company, Cleveland, Ohio, died October 7. Mr. Lambert joined Troy Laundry more than 50 years ago as an office boy and rose through the ranks to the presidency. He retired in 1948. He was active for more than four decades in the Elks and was an honorary life member, as well as a 32nd degree Mason. Surviving are two sisters.

**Franklin F. Pulver**, 84, president of Soft Water Laundry, Inc., St. Petersburg, Florida, died at his home recently. Mr. Pulver was mayor of St. Petersburg from 1921 to 1924. He was also a pioneer in the chewing gum industry. Mr. Pulver was a life member of Yondmonbea Lodge, F and AM 163; Valley of Rochester Scottish Rites; Damascus Temple Shrine, all of Rochester, and a life member of St. Petersburg Lodge 1224, BPOE.

**Peter Rauen, Sr.**, retired operator of Despatch Laundry, Minneapolis, Minnesota, died September 23, after being in declining health since last spring. In 1910 Mr. Rauen joined his father, Jacob, in the business and took over management in 1926. He retired four years ago. His son, Peter, has continued to run the business since that time. Surviving are his wife and two children.

**Louis P. Rowley**, 70, owner of Snow White Laundry, Anadarko, Oklahoma, died recently. Mr. Rowley was a member of the Okeene Masonic Lodge. Survivors include his wife, two sons and a daughter.

**George P. Schenk**, 62, former operator of two self-service laundries in Toledo, Ohio, died recently. Mr. Schenk had operated the laundries since 1941 and retired 18 months ago. Surviving are his wife, daughter and granddaughter.

**Morris Stone**, president of Rainbow Laundry and Dry Cleaners, Inc., Chicago, Illinois, died on September 14. Mr. Stone had not been active for some years because of illness. He held many offices in the Chicago Laundry Owners Association over the years. Surviving are his wife, three sons and ten grandchildren.

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You Will Have The Best  
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**Key-Tag's Model A-15**  
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**THRIVING LAUNDRY PLANT** located in the Fort Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced, it is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS**, Box 969, STARCHROOM LAUNDRY JOURNAL. -2

Combination laundry and Sanitone cleaning plant, Colorado resort town. Only laundry in 60 miles. **ADDRESS**, Box 966, STARCHROOM LAUNDRY JOURNAL. -2

For Sale: Laundry—drycleaning—linen supply. 50 x 140' cement-block building, all-new Prosperity cleaning plant, new Prosperity shirt unit, all other equipment good. Price \$200,000 terms. Turners Laundry & Dry Cleaners, Box 731, Hobbs, New Mexico. 1035-2

Laundry and cleaning plant in northwest Indiana. Long-established business. Annual gross \$100,000. Price \$40,000. Reasonable terms. Owner forced to sell due to other business. **ADDRESS**, Box 1025, STARCHROOM LAUNDRY JOURNAL. -2

**LAUNDRY PLANT FOR SALE** in beautiful Fox River valley, 40 miles west of Chicago. Established 25 years, annual gross \$100,000, still growing. The chance of your lifetime. \$25,000 down, balance easy payments. **ADDRESS**, Box 1050, STARCHROOM LAUNDRY JOURNAL. -2

Laundry doing \$50,000 gross. 25% increase in past two years. Located in heart of Berkshires, near Lenox, Mass. Building, property included. Must sell because of health. **ADDRESS**, Box 1051, STARCHROOM LAUNDRY JOURNAL. -2

**A REAL OPPORTUNITY.** Only laundry in growing ARIZONA town of 9,000 near Air Force base. Best location in town. Open 6 months and already grossing approximately \$30,000 per year. Building and business \$37,500—\$11,000 down. Contact M. A. Bear (owner), Drive In Laundry and Cleaners, 39 North Arizona Place, Chandler, Arizona. 1052-2

**LAUNDERETTE CHAIN** (3 modern stores, 1 drive-in)—annual gross income \$75,000, net \$25,000. The books, equipment, locations, leases-options, trained personnel, potential, will satisfy the most critical investigation. Particulars to those qualified to finance full purchase price, \$65,500. Reason for offering: erecting larger operation elsewhere. Miller Company, 2746 Gillham, Kansas City, Missouri. 1053-2

**LAUNDRY** and drycleaning plant and property. Located live town New York State. Receipts \$117,561.97. Completely equipped. Building two stories, sprinkler system. Excellent buy at \$69,000. Terms. **RENDLOG SALES CO., 1795 BROADWAY, NEW YORK CITY, PL 7-5345.** 1065-2

Buy this laundry, equipped, established 25 years. C. Fennel, Realtor, P. O. Box #305, Carlsbad-by-the-Sea, Calif. 922-2

## LAUNDRIES and CLEANING PLANTS WANTED

**LAUNDRY MAN WISHES TO BUY ESTABLISHED LAUNDRY PLANT OR LAUNDRY AND DRYCLEANING PLANT DOING \$5,000 TO \$6,000 PER WEEK.** **ADDRESS**, Box 1049, STARCHROOM LAUNDRY JOURNAL. -1

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**SALES MANAGER**—experienced, for modern family laundry and drycleaning plant in fast-growing suburban New York City area. Applicant should be aggressive and sales minded. He should be an organizer with administrative ability and a record of good personnel relations. Position permanent with excellent outlook for a good future with a growing organization. Salary \$10,000 per year. **ADDRESS**, Box 1061, STARCHROOM LAUNDRY JOURNAL. -7

**EXPERIENCED LAUNDRY SUPERINTENDENT, MARRIED, UNDER AGE 40, FOR MODERN VANCOUVER, B. C., PLANT.** STARTING SALARY \$325 PER MONTH WITH OPPORTUNITY FOR ADVANCEMENT. TRANSPORTATION AND FARE CAN BE ARRANGED. **ADDRESS**, Box 1062, STARCHROOM LAUNDRY JOURNAL. -7

**LAUNDRY SUPERINTENDENT** wanted by long-established, progressive Toledo plant where the right man is assured of congenial surroundings and prompt recognition of his capabilities. Must have actual experience as production supervisor in laundry, linen supply or drycleaning. Age 27 to 32. Salary plus bonus. All replies strictly confidential. Address application to Box 1063, STARCHROOM LAUNDRY JOURNAL. -7

Laundry superintendent, Twin City, Minn., area. Large laundry doing both family and commercial work. Must have heavy experience in all phases of laundry operation. Salary commensurate with ability. **ADDRESS**, Box 1012, STARCHROOM LAUNDRY JOURNAL. -7

## SITUATIONS WANTED

Washman wants position in hospital or institutional laundry. 18 years experience. No bad habits. Prefer West or Northwest. **ADDRESS**, Box 1060, STARCHROOM LAUNDRY JOURNAL. -5

10 years experience bookkeeping and accounting in the drycleaning and laundry industry. Familiar with all phases of this end of the business. Married, sober, reliable, not afraid to work. Best of references. **ADDRESS**, Box 1064, STARCHROOM LAUNDRY JOURNAL. -5

## SALES MEN-DISTRIBUTORS WANTED

**SALES OPPORTUNITY IN INDUSTRIAL CHEMICALS. ATTRACTIVE OPENING IN LAUNDRY CHEMICAL INDUSTRY. NEED AGGRESSIVE, AMBITIOUS SALESMAN OVER 30. MUST KNOW COMMERCIAL LAUNDRY PRODUCTION. LAUNDRY SUPERINTENDENTS, SUPPLY MEN, TECHNICIANS AND CONSULTANTS QUALIFY TECHNICALLY. WORK WITH LAUNDRIES AND LAUNDRY SUPPLY DEALERS. REPRESENT NATIONALLY KNOWN MANUFACTURER OF INDUSTRIAL CHEMICALS. SELL AND DEMONSTRATE ALKALINE LAUNDRY DETERGENTS AND RELATED ITEMS. ESTABLISHED TERRITORY. DRAW, COMMISSION, EXPENSES. WRITE FOR INTERVIEW GIVING AGE, SELLING EXPERIENCE, LAUNDRY EXPERIENCE OR CONTACTS, INCOME REQUIREMENTS.** **ADDRESS**, Box 766, STARCHROOM LAUNDRY JOURNAL. -14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

**LAUNDRY SUPERINTENDENT OR A.I. GRADUATE** interested in sales work with large national chemical company. Must be qualified to demonstrate washroom products. Salary and commission plus car and expenses, also retirement and insurance. Age range, 30 to 45 years. **ADDRESS**, Box 1021, STARCHROOM LAUNDRY JOURNAL. -14

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**STARCH BUILDUP** on your presses slows down your production. College Chemical's **CLENAFORM** will clean and keep clean your most troublesome unit. Send for your trial order today. Quart can only \$2.50. Two strengths, #5 with abrasive is strong and fast, #2 will keep your press-heads and forms shining. **B. & G. LIEBERMAN CO., Inc.**, 94-14 37th Ave., Jackson Heights, N. Y. 1018-8

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**SHIRT COLLARS:** Complete Nonwilt, \$3.75 per dozen. **COLLARTOPS ONLY**, easier to install and look at the price: \$1.25 per dozen. In all sizes. Complete assortment of 8 dozen plus 1 dozen pair shirtcuffs, only \$10. Write for free sample. **B. & G. LIEBERMAN CO., Inc.**, 94-14 37th Ave., Jackson Heights, N. Y. 1017-42

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## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

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**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

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**CARDING WIRE:** For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3840-38

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**WANTED:** 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

**WANTED**—8-roll ironer, shirt unit, set of body presses and two good washers. **ADDRESS**, Box 1054, **STARCHROOM LAUNDRY JOURNAL**. 3

Used Prosperity open-end washer—25 to 300 lbs—with or without automatic controls. Sunlight Laundry, 810 Brook Rd., Richmond 20, Va. 1055-3

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**BOILERS FOR SALE:** 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

**FOR SALE:** 1 new 61 HP Kewanee fire-box-type boiler, manual, stoker, or oil fired. Gardner Machinery Corp., Box 932, Charlotte, N. C. 1039-36

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Millions of American children were protected by the Salk vaccine in 1955—the eighth consecutive year of the worst polio epidemic of all time. But

### Polio continues to strike!

Among the many millions more of unprotected—children and adults—30,000 victims were stricken with infantile paralysis in 1955!

### They still need help!

At the end of 1955 there are 68,000 patients for whom the vaccine came too late. But it is not too late to help them—and it is to the March of Dimes that they are looking for help in surviving, in learning to breathe, to walk, to live a normal life.

### Research must go on!

Tens of thousands more will be stricken with infantile paralysis before the entire nation is blanketed with protection. Today, March of Dimes funds which developed and tested the Salk vaccine are financing research to improve it—to discover if it can be made more effective, give longer immunity, be produced more cheaply.

And professional workers must be trained for the continuing fight. New ways must be found to restore to a full life the crippled, the bed-ridden, the thousands imprisoned in iron lungs.

### The job is not finished!

### POLIO ISN'T LICKED YET!

## JOIN THE MARCH OF DIMES

The National Foundation for Infantile Paralysis

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**STARCHROOM LAUNDRY JOURNAL**



## MACHINERY FOR SALE

**FOR SALE:** 1-75" American 2-girl return-type, steam-heated, motor-driven ironer. Perfect condition. Gardner Machinery Corp., Box 932, Charlotte, N. C. 988-4

**FOR SALE:** 1 Waterway Jr. washer-extractor. Fully reconditioned. Real bargain. Gardner Machinery Corp., Box 932, Charlotte, N. C. 989-4

**FOR SALE:** 1 NEW American 50" Notrux extractor with extra sets containers. Monorail and 1-ton power lift. Real bargains. Gardner Machinery Corp., Box 932, Charlotte, N. C. 865-4

16 x 100" American 2-girl return-type ironers. Excellent condition. GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C. 808-4

**FOR SALE:** 42 x 96" Henrich S.S. 3-pocket, motor-driven washer, Huebsch valves. Used but little, looks and runs like new. Gardner Machinery Corp., Box 932, Charlotte, N. C. 940-4

Ellis drier 50" lift-out extractor, stainless steel, 7/8 H.P. motor, \$4,500. Baskets \$500 per set. 2 Monel Cascade washers, 4-pocket, belt drive, \$1,200 each. 4 solid-curb 20" extractors. Also Huebsch 2,000-gallon spring-type filter. All in excellent condition. McINNES LAUNDRY, 2030 Greenmount Ave., Baltimore 14, Md. Belmont 5-2318. 994-4

1—48 x 84" American Laundry Machinery Co. Mammoth Cascade Monel metal, motor-driven washer. Gardner Machinery Corp., Box 932, Charlotte, N. C. 1056-4

Cassell spotting board, Key-Tag bars, Addressograph, Prosperity pony press, Chandler hand button machine, National Power Marking machine. Apply White Rose Laundry, 25-27 West 23rd St., Bayonne, N. J. 1057-4

Troy Electromatic washer 42 x 84", excellent (new control head, belts, dump rubbers), or will trade for 42 x 54" Electromatic. Rock Island Laundry, 1814 3rd Ave., Rock Island, Ill. 1058-4

6-roll 180" American float-roll flatwork ironer. In good condition. Can be seen in operation. Produces quality ironing. WEST END LAUNDRY & DRY CLEANING CO., 18629 Berea Rd., Cleveland 2, Ohio. 1059-4

Bargains in Tag-O-Lectric Marking machines, Ajax 2-girl shirt units, Forse sleeve. Parker's Sno-White Laundry, 584 Edgewood Ave., N. E., Atlanta, Ga. 1066-4

54 x 126" American Cascade washer, Monel, 12 pockets, AC motor drive, efficient big-capacity washer. Wonderful buy for linen supply or diaper plant. Outstanding buy. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1067-4

6-roll flatwork ironer, American, standard roll job, AC variable-speed motor. Years of satisfactory service left in this fine machine. At a fraction of its original cost. Trade-ins and liberal terms of payment can be arranged. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1068-4

48" open-top Hoffman extractor, V-belt motor drive. Excellent condition. Cheap. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1069-4

Prosperity shirt units, 2-girl and 4-girl models. Power Circle type. In excellent mechanical condition. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1070-4

42 x 96" American Norwood Cascade washer, 3 pockets, AC motor drive. Rebuilt like new. Ready for immediate delivery. Very reasonable. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1071-4

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50" American Notrux extractors with extra sets of unloading containers. Modern efficient machines at bargain prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1073-4

Tiltor shirt units, rebuilt like new. Priced right for quick sale. Liberal terms arranged. Trade-ins accepted. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne, New York City, Belle Harbor 5-3229. Night phone—Shore Road 5-6410. 1074-4

Elevator, freight or passenger, electric and fully automatic. Size—5x5', carriage capacity 8,000 lbs. Suitable for carrying laundry and cleaning to second floor. Easy to move and install. Now in use. Will sacrifice for quick sale. Home Laundry, Inc., 217 W. 25th St., Norfolk, Virginia. 1041-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

54 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 30" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN and TROY 5-Roll 180" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 5766-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 48" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

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42 x 84" ELIS 2-POCKET MONEL UNLOADING WASHER, "C" CONTROLS. COMPLETELY REBUILT, NEW MACHINE GUARANTEE, \$4,500. Hoffman Machinery Distributors, 1021 Hudson Ave., Rochester, N. Y. 1031-4

2 Forse sleeveers for sale, equipped with blowers. Cost \$750 each new. In good working order. Price \$150 each. Peerless Laundry Co., 1443 E. 120th St., Cleveland 6, Ohio. 1036-4

48" Troy, motor-driven, open-top extractor, rebuilt. GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C. 807-4

2—16 x 50" American return-feed flatwork ironers. Brand-new at less than half original cost. GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C. 800-4

6-roll 180" Smith-Drum streamline ironer, variable speed, motor-driven, rebuilt. Immediate delivery. GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C. 801-4

FOR SALE: Reconditioned 20" and 25" Huebsch handkerchief ironers. Gardner Machinery Corp., Box 932, Charlotte, N. C. 941-4

FOR SALE: Practically new Huebsch feather renovating tumbler, type A. Can also be used as a regular tumbler. Gardner Machinery Corp., Box 932, Charlotte, N. C. 942-4

FOR SALE: 1 Hoffman 42x72" Monel metal washer, motor-driven, 220/3/60, apparently never used, equipped with Huebsch valves, washometer and thermometer. Gardner Machinery Corp., Box 932, Charlotte, N. C. 1040-4

## MACHINERY FOR SALE (Cont'd)

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois 4661-4

**2 AMERICAN NORWOOD CASCADE 42 x 84", 4 compartment, 4 door SLIDE OUT TYPE washers. IN EXCELLENT CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 871-4

**46" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 667-4

**AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9014-4

**FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill.** 511-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6983-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim; also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621.** 188-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7743.** 9628-4

**2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 735-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 9942-4

**16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6914-4

**AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6868-4

**HEUBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9943-4

**PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9952-4

9 Huebsch open-end tumblers, 4-coil, AC 220 volt, 3 phase, 60 cycle, practically new. Want to dispose of them immediately, special price \$225 each. **ADDRESS: Box 798, STARCHROOM LAUNDRY JOURNAL.** -4

**48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4651-4

American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. **SPECIAL PRICE \$1,795; 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, SPECIAL PRICE \$2,350.** Above machines motor driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666.** 872-4

**BARGAIN—1 late model addressograph #1735RR, electric graphotype machine, 21 drawer cabinet complete with frame, all for \$600. Price firm. Bayonne Quality Laundry, 720 Avenue A, Bayonne, N. J.** 1065-4

**ASHER ironers 48 x 120, 32 x 120, Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

**46" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

**30 x 190" and 36 x 190" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6767-4

**8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6799-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.** 9318-4

**48 x 120" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9368-4

**15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 38" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 597-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 598-4

**MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 34 x 34", 34 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 600-4

**LIQUIDATION SALE OF FINE LAUNDRY EQUIPMENT of the MAYFLOWER and STATER HOTELS, WASHINGTON, D. C. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER; American 6-roll 120" FLATWORK IRONER; 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets, 42 x 96", 3 pockets, 42 x 96", 8 pockets, 30 x 30" American Cascade MONEL WASHERS; 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR; all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. **WRITE, WIRE OR PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666.** 790-4**

**48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET; 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL; IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn, 6, N. Y.** 648-4

**AMERICAN LATEST TYPE STREAMLINED 6-ROLL 120" IRONER, COMPLETE WITH CANOPY. USED LESS THAN 3 YEARS. REBUILT AND READY FOR PROMPT DELIVERY. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 982-4

**AMERICAN CASCADE MONEL METAL WASHERS 36 x 64" and 32 x 54", 2-compartment, 2-door. REBUILT, IN NEW MACHINE CONDITION. NEW ELECTRICAL EQUIPMENT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 985-4

**MODEL 75 AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6—NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 984-4

**For sale, ONLY \$500 EACH, two 3-space National Marking Machine Co. classifying conveyors, 42" wide. These conveyors purchased in September, 1950, at an original price of \$2,400 each and used only two years. Cole's Laundry & Cleaners, 44 Fair St., S.E., Grand Rapids, Michigan. 1066-4**

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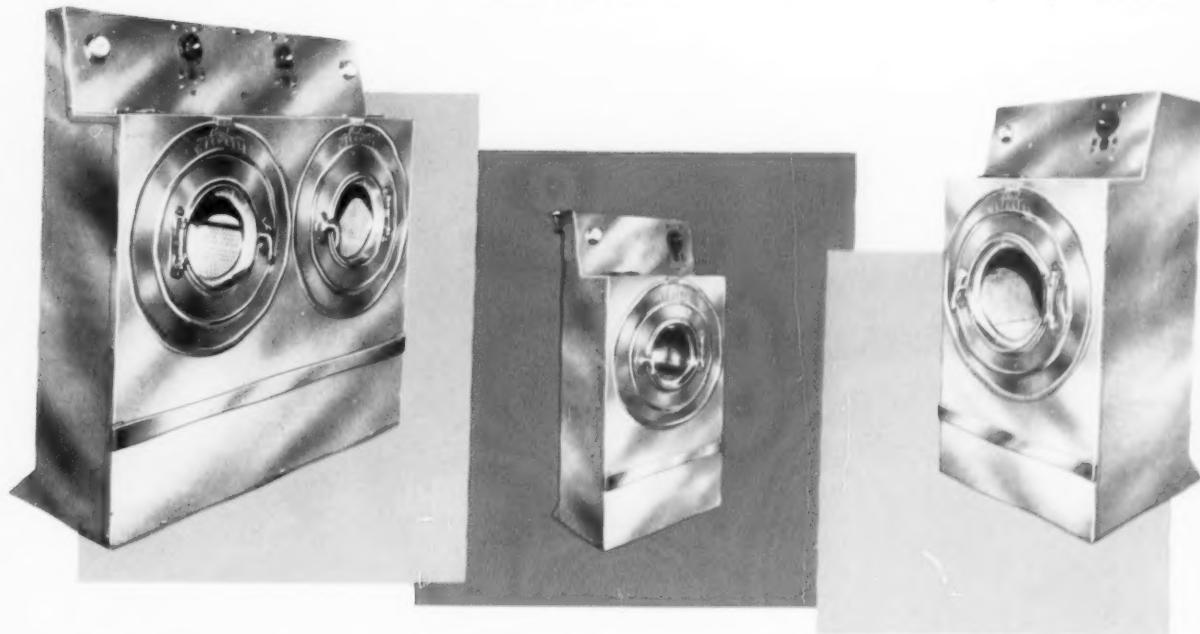
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*Industry progress calls for the very best.*

**WASHETTES** are the very best for every requirement.



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There's no "happy medium" for choosing the best washer, just as there's no "happy medium" for designing the best washer. The washer you want is the one best designed for *your* work requirements. That's why WASHETTE offers you the best selection ever in open-end washers.

Cook Machinery engineers design and build WASHETTES to give you a wide choice of fine washers that do their jobs quickly and economically. That's why laundry-men the world over prefer WASHETTES. They know WASHETTE means less expense, more production and greater profits.

Look over the complete WASHETTE line yourself. You're sure to find the perfect machine for *your* job. Contact your nearest distributor, or write direct today for full details.

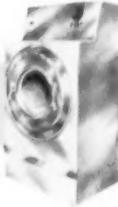
TWIN — 25 lb.



25 lb.



50-60 lb.



75-90 lb.



100 lb.



*Cook*

**I N D U S T R I E S**

4122 COMMERCE STREET • DALLAS, TEXAS

**TEAMWORK** gets results!

you, too, can get results, with

## ESCOLLOID and ESCOFOS

Get rid of heavy soil with ESCOLLOID on the break. Mop up the loosened soil with a heavy suds.

Strip out the soap and get an extra carry-over suds with ESCOFOS in the bleach.

Then rinse—either hot or cold.



*Cowles*

C H E M I C A L C O M P A N Y

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Let your Cowles Technical Man show you how easy it is to turn out sparkling white work quickly and economically with this simplified ESCOLLOID-ESCOFOS formula.